

SOUTHERN AUTOMOTIVE JOURNAL

COVERS THE
9 SOUTHERN AND
TRI-MOUNTAIN STATES

PASS IT ON!

OWNER
GEN. MGR.
SERV. MGR.
PARTS MGR.
FOREMAN
SHOP

October, 1950



Directed to YOUR Audience!

The most popular types of Perfect Circle piston rings have been and will be seen by *millions*, in color pages in leading national magazines. Hundreds — perhaps thousands — of this vast audience are *your* customers—motor-wise drivers who demand the best for their engines. And now, as always, the best in piston rings means Perfect Circle!

Perfect Circles end excessive oil pumping completely, while protecting cylinder walls with just the right amount of oil for perfect lubrication. They increase power, save gas and oil, and give longer life to worn engines. No wonder Doctors of Motors actively endorse Perfect Circles by installing millions every year!

Perfect Circle

THE MOST HONORED NAME
IN PISTON RINGS

WHETHER YOU USE IT OR SELL IT— Met-L-it's GUARANTEED PERMANENT ADHESION Makes Extra Profits For You!

A Met-L-it "Cold Metal" Case History

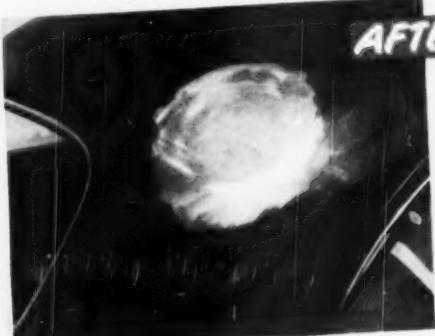
Met-L-it Repairs Deep Dent in Car Top Without Heat—Saves Cost of Removing and Replacing Interior Upholstery!

BEFORE



THE DEEP DENT in this top was filled with Met-L-it. No "dinging" was done, nor was it necessary to spend time removing and replacing upholstery. Here the damaged metal has been sanded clean to insure maximum adhesion of Met-L-it.

AFTER



HERE Met-L-it has filled the dent and has been sanded to a perfect feather-edged contour. In the final step Met-L-it was primed and painted just as any metal. Met-L-it takes paint without blistering or checking.

COLD METALS

ARE NOT ALL ALIKE!

ONLY MET-L-IT GIVES YOU

GUARANTEED
PERMANENT
ADHESION



The repair job described above cost less than half as much as one done by ordinary shop methods and is just as permanent. Met-L-it saves time and labor costs—gives extra profits. You can sand Met-L-it, file it, pound it, paint it—Met-L-it performs just like real metal because it is nearly all metal.

Whether you sell it or use it—get your Met-L-it supply now! Ask your supplier for WHIZ Met-L-it.



Member of M.E.M.A.,
N.S.P.A. and A.E.R.A.

R. M. HOLLINGSHEAD CORPORATION • Camden 2, N.J.

LEADER IN MAINTENANCE CHEMICALS

Canadian Offices: Toronto • Warehouses: Dallas, San Francisco, Chicago

SOUTHERN AUTOMOTIVE JOURNAL is published monthly by W. R. C. Smith Publishing Co., Marietta, Ga., and Atlanta, Ga., U. S. A.
Subscription rates, United States and Possessions, \$1.00 for one year; Canada and Foreign Countries, \$1.00 per year.
Entered as second class matter at the Post Office, Marietta, Ga., under Act of March 3, 1879.

*Always in the
Picture!*



Form-A-Gasket No. 1, Fast Drying Paste...Hard Setting

Form-A-Gasket No. 2, Non-Hardening Paste...Stays Pliable

Aviation Form-A-Gasket No. 3, Heavy Liquid...Remains Tacky

PERMATEX COMPANY, INC., BROOKLYN 35, N.Y.

SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1950

**OVER
400,000,000
MCCORD
GASKETS
Manufactured and Sold by Year**

Proved Superiority

**... that's why MCCORD
IS THE PREFERRED GASKET
IN THE EQUIPMENT AND
REPLACEMENT FIELD**

MCCORD CORPORATION - Detroit 11, Mich.
MUFFLERS • PIPES • RADIATORS • CORES • OIL SEALS • GASKETS

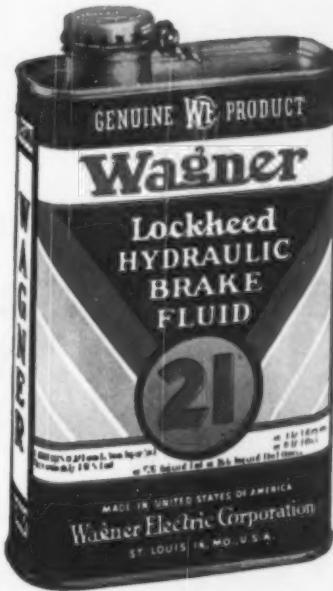
You'll gain more satisfied customers
by using genuine...

WAGNER LOCKHEED BRAKE FLUID



- A proven product . . . Used by vehicle manufacturers
- ONE mixture for ALL cars and trucks . . . reduces inventory
- ONE mixture for ALL seasons . . . reduces inventory
- Assures year round operating performance
- Functions in sub-zero temperatures
- Amplly lubricates the system over operating temperature range
- Maintains chemical characteristics after long use
- Maintains high operating temperature characteristics
- Mixes with all other approved fluids
- Meets or exceeds S. A. E. specifications
- Does not evaporate rapidly
- Is non-injurious to skin
- Does not corrode or rust the system
- Does not cause cups or hose to swell
- Forms no gummy residue
- Nationally advertised in POST and COLLIER'S
- Has consumer acceptance . . . first in brake fluid sales
- Available in 12 ounce, quart, gallon, 5 gallon, 54 gallon containers
- Warehoused internationally through 25 Wagner branches
- Available everywhere through leading automotive jobbers
- A product of Wagner Electric Corporation

You can depend on Wagner quality because
Wagner products are used as original equipment
by automobile, truck and trailer manufacturers.



Write for free copies of Bulletins HU-17G and HU-197 . . . TIPS ON BETTER BRAKE SERVICE.



Wagner Electric Corporation
6362 PLYMOUTH AVENUE, ST. LOUIS 14, MISSOURI

LOCKHEED HYDRAULIC BRAKE PARTS AND FLUID • NelRel
CoMoX BRAKE LINING • AIR BRAKES • TACHOGRAPHHS
ELECTRIC MOTORS • TRANSFORMERS • INDUSTRIAL BRAKES

BOARD'S DAIRYMAN

The Progressive Farmer

Farm Journal

PLAY SAFE!



LIFE

POST

Successful
armin

Capper's Farmer

Collier's



Dirt-Proof
YOUR ENGINE OIL

This is AC
Oil Filter month!

A tremendous sales campaign is on in October. Back of your participation is a smashing national advertising program featuring the picture shown above—plus timely and catchy point-of-purchase advertising for you.

Your window poster is reproduced above. With it, AC gives you special and timely sales suggestions that are easy to use.

Tie into this giant sales operation—it means extra profits.

Your jobber has the facts.

Over 54,000,000 Readers of AC Oil Filter Ads

6 MORE OCTOBER SALES BUILDERS



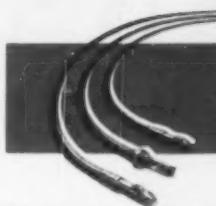
AC Spark Plugs with patented CORALOX Insulator

More and more vehicle owners want AC's with **CORALOX** Insulator, greatest spark plug advancement since the one-piece plug. Increase your October service sales by replacing worn plugs with widely advertised AC's, with patented **CORALOX** Insulator.



AC Fuel Pump, "Heart of the Fuel System"

20,000+ Fuel Pumps need replacing every year. Get your share with AC, the oldest nationally advertised Fuel Pump. Your AC wholesaler can show you how to make big profits with a very small inventory of fast-moving types.



AC Speedometer Cable and Casing

AC Cable and Casing are original equipment on half the cars on the road. Their superior quality makes them ideal for replacement. Tailor-made assemblies are packaged for your convenience. Bulk cable and casing, with parts, also available.



AC Air Cleaners and Elements

Another field in which AC leads in equipment volume. Big replacement element market. Heavy duty AC Air Cleaners for cars, tractors and trucks are available through your AC wholesaler.



AC Flexible Gasoline and Oil Lines

This complete AC Make-up Kit is for dealers who prefer to make their own flexible line assemblies. Tailor-made assemblies are also available, with an attractive Wall Merchandiser which stocks and sells. Sell new lines when you install Filters and Fuel Pumps.



AC Gasoline Strainers

Put this AC Counter Cutout on your showcase. It sells. The AC Strainer Element is fibre disc, impregnated with Bakelite, for definite and controlled porosity. Every engine needs a good gasoline strainer, to protect the carburetor.



AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1950



WHEEL WEIGHTS of DISTINCTION

A SIZE and TYPE for
EVERY APPLICATION

Write for Catalog

LOOK TO D & T FOR LEADERSHIP

TURNER Manufacturing Co.
KOKOMO, INDIANA, U.S.A.



DO-RAY DIRECTIONAL SIGNALS and CONVERSION KITS!



Display stand furnished free (exclusive
of merchandise with initial stock order)

FOUR LAMP TURN-LITE SETS COMPLETE ASSEMBLIES

Eye-catching style for
cars new or old.

No. 440—Combination set. Two round lamps, front; two rectangular lamps, rear.

No. 450—Set of four round lamps.

No. 460—Set of four rectangular lamps. Sets are furnished complete with all equipment for ready installation.

Thick rubber base pad molded into integral piece covers both socket and base of lamp, prevents vibration — keeps out moisture and dust.

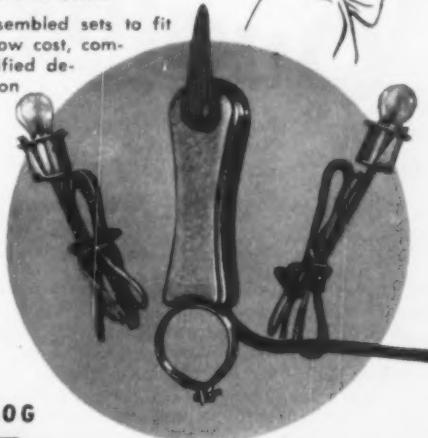
CONVERSION KITS FOR FAST TURNOVER

Steady Profits Assured

Sixteen individually assembled sets to fit practically all cars. A low cost, compact kit of more simplified design for easier installation.

No. 229-D flasher is enclosed in switch case as a single unit. All luminous plastic control lever blinks as turn-lites flash, yet, does not operate if a lamp bulb fails. Sets are complete with wiring diagrams. No drilling, tapping or additional devices needed.

Complete
Assemblies
Designed
Individually
in
Packaged
**KITS FOR
ALL CARS**

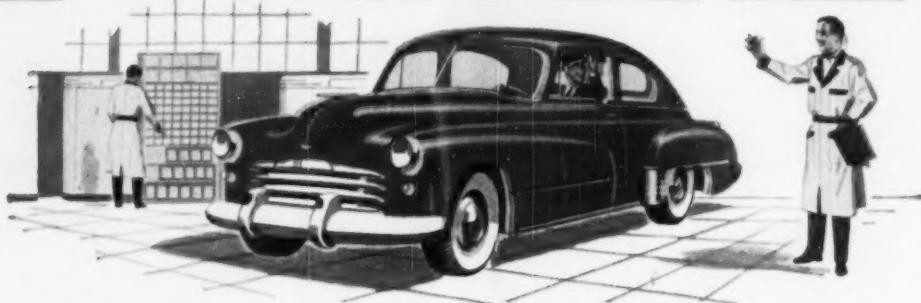


WRITE FOR New DO-RAY CATALOG

DO-RAY LAMP CO.

1458-64 S. MICHIGAN AVE.
CHICAGO 5, ILL.

**When You Sell Stromberg Carburetors
Every Job means Another Satisfied Customer...**



Stromberg
CARBURETORS
Stand for
Quality!



Stromberg* Carburetors have long been famous for better performance, and more miles per gallon. It is also a fact, that Stromberg Carburetors *last longer*. These qualities are basically the result of exclusive engineering features, scientific design and mechanical simplicity. Therefore, when you sell a Stromberg Carburetor, you realize much more than the immediate profit on the sale; for Stromberg Carburetors go right on building good business through good will as long as they are in service.

*REG. U. S. PAT. OFF.

Bendix SOUTH BEND

PRODUCTS DIVISION INDIANA
Standard Equipment Sales: Elmira, N. Y.

...WITH
Easier Starting
Smoother Power
More Miles per Dollar!

YOU SELL
PREMIUM FEATURES AT
NO PREMIUM IN PRICE!

ANTI-PERCOLATOR—A Stromberg feature which prevents waste of gasoline and hard starting when the engine is hot.

ECON-O-METERING—Separate and positive metering systems for the cruising range and high speed operation assures utmost economy under all conditions.

ACCEL-ABILITY—Positive and smooth acceleration that satisfies the most critical driver.

BALANCED RATIO—A sealed unit that automatically controls the amount of gasoline used in proportion to the amount of air. This means additional economy.

SIMPLICITY—Fewer working parts result in long wear and low maintenance costs.

These Bendix signs stand for good business and for good business relations between factory, dealer and customer.



Replacement Carburetors—Repair Kits



Hydrovac® Power Brake—Trailer Power Braking Systems



Original Equipment on most cars



Cold Immersion Parts Cleaner saves time and money

Export Sales: Bendix International Division, 72 Fifth Avenue, N. Y. 11, N. Y.

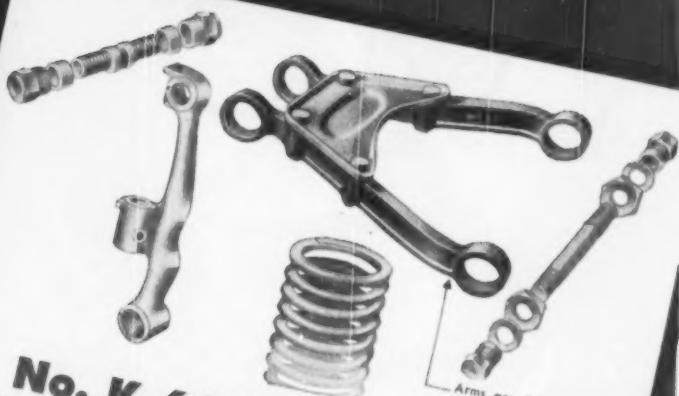
YOU CAN ONLY GET THIS
THROUGH MOOG



MOOG DESIGNERS NEVER
MAKES A PART TO DO
A BETTER JOB THAN
THE ONE IT REPLACES.

No. K-600
UPPER CONTROL ARM

for 1949-50 Chevrolet Cars



Arms are forgings, line
tapped with full threads
for easy installation and
long life. (No spreader
required.)

Moog engineers have completely redesigned this Upper Control Arm to improve its performance. *The arms are forgings, instead of stampings, built for strength and durability; line tapped with full threads for easy installation and long life.*

Wheel alignment operators look to Moog leadership for improvements and originality in design and quality in Coil Action Parts. Write today for free copy of the Streamliner Catalog to Dept. F.

MOOG
COIL ACTION
PARTS



MOOG

MOOG INDUSTRIES, INC. ST. LOUIS 14, MO.

Divisions:
MOOG COIL ACTION PARTS CO.
MOOG PISTON RING COMPANY
ST. LOUIS SPRING COMPANY



Everett P. Shedd

EXEC. V.P. IN CHARGE OF SALES
THE LEWIS MOTOR MART CO.
DAYTON, OHIO

Cleary

"WE RATED your program tops when we signed up with Auto-Lite some years ago. Today, with your added Auto-Lite 'Suspense' radio and television show, a greatly enlarged national and farm advertising campaign, plus your original

equipment market, we're more than ever sold on Auto-Lite," says A. P. Shedd. "Consistent backing by Auto-Lite has been responsible for making us one of the leading battery outlets in this territory."



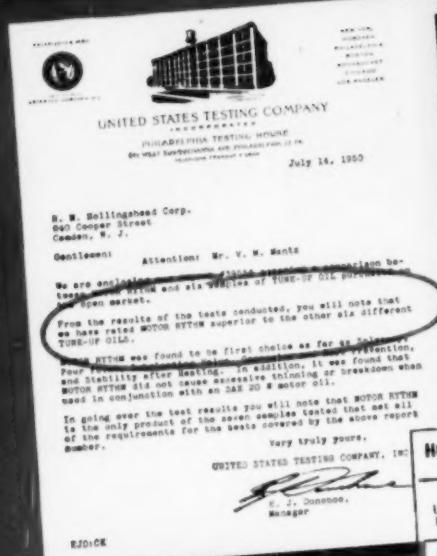
AUTO-LITE BATTERIES



WHIZ MOTOR RYTHM® "SUPERIOR"

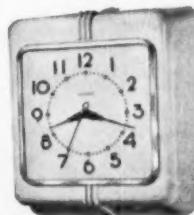
To Six Leading Tune-Up Oils Tested
Reports UNITED STATES TESTING COMPANY

FACTS About New WHIZ Formula From America's Leading Independent Testing Laboratory.



GET THIS EXTRA BONUS OFFER!

INGRAHAM
Self-Starting
ELECTRIC
CLOCK. Sells
everywhere for
\$4.95 plus tax.
For home or office
use. Large 5" dial.
Smart white plastic
"tilted" case.
Sweep second
hand. 60 cycle
110-125 volt.



MOTOR RYTHM DEAL 50-P

**BUY 2 cases (48 pints) @ \$10.80
(Plus Fed. Excise Tax 18c per case) 21.96**
GET BONUS Ingraham "Sentinel" 4.95**
Regular Dealer Cost..... 26.91
YOUR SPECIAL PRICE, ONLY \$21.96

*We must reserve the right to substitute an electric clock of equal value if delivery necessitates a substitution.



HOW LEADING TUNE-UP OILS RATE ON ESSENTIAL TESTS

United States Testing Co., Inc. report #39556, July 13, 1950

SEVEN LEADING BRANDS	Cleaning Action (Solvent Value)	Prevent- ing Oil Stiff- ness	Lubricat- ing Value and Rust Loss when (Film Strength)	Solvent Loss when Heated to 100° F.	Compa- tibility with 100° F. Motor Oil	Excessive Thinning of Motor Oil??
	1st	1st	1st VERY EF- FECTIVE!	1st	SATIS- FACTORY	NO
MOTOR RYTHM	1st	1st	1st Almost None	4th	SATIS- FACTORY	YES
BRAND A	3rd	2nd*	2nd Little	2nd	SATIS- FACTORY	YES
BRAND B	5th	2nd*	3rd Almost None	5th*	SATIS- FACTORY	YES
BRAND C	6th	2nd*	4th*	6th	SATIS- FACTORY	NO
BRAND D	4th*	4th*	4th*	Almost None	5th*	UNSATIS- FACTORY
BRAND E	2nd	3rd	5th Little	3rd	SATIS- FACTORY	NO
BRAND F	4th*	4th*	4th*	Almost None	4th	NO

*Indicates tie in rating.

1. "Solvent loss when heated to 300° F." is determined by weight loss after heating.
2. "Excessive thinning" occurred where SAE 20 wt. oil was changed to SAE 10 wt.
3. 200% more protection against corrosion than most products tested.

Here is the complete story about seven leading brands of tune-up oils—substantiated by tests from an impartial laboratory. The above chart and full details (without brand names) will be sent to you on request.

Ask your jobber for the "TESTED BEST"—WHIZ MOTOR RYTHM. If he cannot supply you, write direct. Special bonus offer available!

R. M. HOLLINGSHEAD CORP.
Camden 2, N.J.
TRADE IN MAINTENANCE CHEMICALS
Atlanta • Chicago • Detroit • Houston • Kansas City • Los Angeles • Milwaukee • Minneapolis • New York • Philadelphia • St. Louis • Seattle • San Francisco



Put your name* on a
"TREASURE CHEST"
... become

King of the shop



*FREE NAMEPLATE

Yes, we'll stamp your name on a beautiful chrome plate — to mark the "Treasure Chest" exclusively yours.

ASK for either 70R
(67 wrenches)
or 90R (87 wrenches),
both in R case.

Compare price —
compare quality!

You'll discover that you pay no more to own the best — and that's BLACKHAWK!

BLACKHAWK WRENCHES

HELP YOU LOOK, FEEL AND WORK LIKE A PROFESSIONAL

If you make your living with wrenches, you're a professional mechanic . . . and you deserve to have professional wrenches! Tool for tool — every item in this "Treasure Chest" has more professional qualities than any other you could own. You'll be the envy of the shop with these gleaming, silver-bright Black-

hawk Wrenches. You'll beat flat rates and win preferred customers, too. Give yourself a break! Don't let ordinary tools hold you back! Buy Blackhawk Wrenches from your Blackhawk jobber.

A product of Blackhawk Mfg. Co., Dept. W4100, Milwaukee 1, Wisconsin

(Prices subject to change without notice.)

BLACKHAWK

WRENCHES • HYDRAULIC JACKS • "PORTO-POWER"

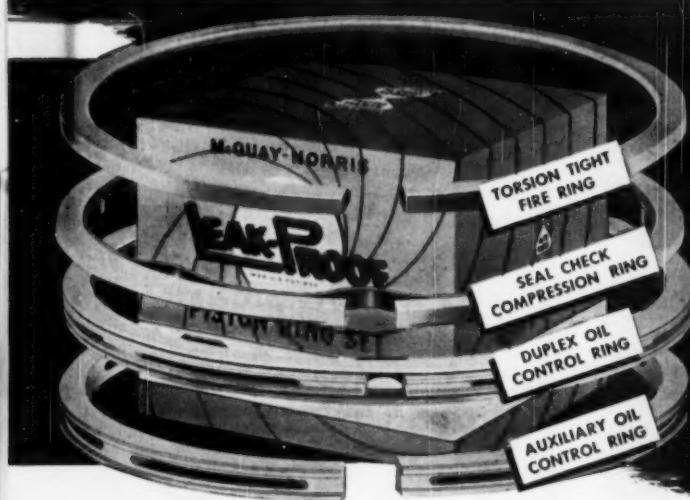
PHOSALLOY-

made by

LEAK-PROOF

REG. U.S. PAT. OFF.

PISTON RINGS

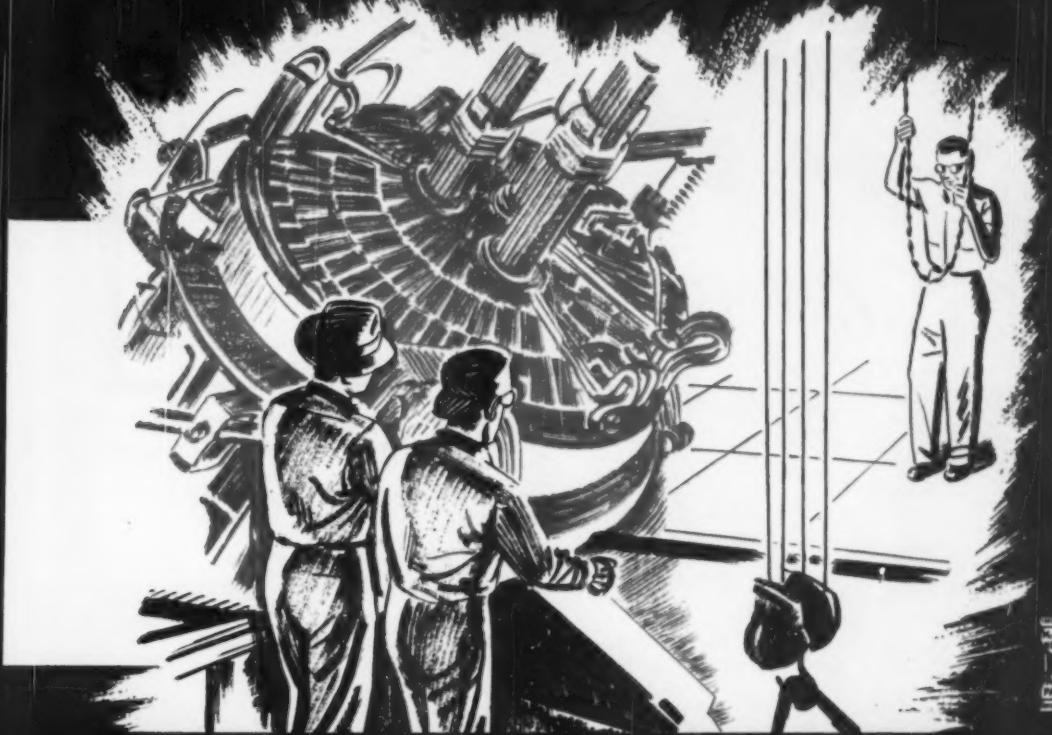


Modern design, finer workmanship and Phosalloy make LEAK-PROOF Piston Rings better. Eliminate come-backs, install only LEAK-PROOF Piston Rings and get the job done right. They're guaranteed, and they're priced right for profit.

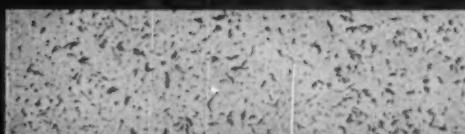


STILL ANOTHER REASON WHY GUARANTEED

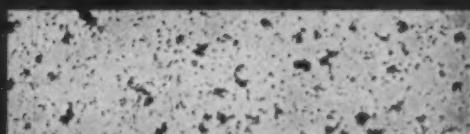
PISTON RING



PHOSALLOY—the finest piston ring material available is produced only in an electric furnace. It contains a high percentage of phosphorus, which is one of the best heat resisting metals known. This iron can be produced only in an electric furnace, where the temperature and ingredients in the mix can be kept constant.



Micropograph of a section of Phosalloy, showing the finely divided graphite.



Micropograph of ordinary piston ring iron, showing the large sections of graphite in long flakes.

McQUAY-NORRIS MANUFACTURING CO. • ST. LOUIS 10, MO.

LEAK-PROOF PISTON RINGS ARE BETTER

Say "Merry Christmas" with Howard Zink SEAT COVERS

Customers will buy Howard Zink

SEAT COVERS ... for Christmas Gifts

as advertised in **THE SATURDAY EVENING POST** and **HOLIDAY**

During November and early December The Saturday Evening Post and Holiday will carry full color advertisements promoting the use of Howard Zink Seat Covers as Christmas Gifts. Each will describe the Gift Certificates which permit the recipients to choose their own covers. Get your supply of Howard Zink Gift Certificates and feature them in your local advertising.

P. S. Be sure to order an adequate stock of Howard Zink Seat Covers. You'll need them!

Howard Zink

THE HOWARD ZINK CORPORATION
FREMONT, OHIO
Passaic, N. J. • Long Beach, Calif. • Charleston, Miss.

World's largest manufacturer of auto seat covers

PLASTIC FABRICS
Beautiful colors in both bold and neat patterns are available in woven saran plastic fabric.

RAYON CLOTHS
Their lustrous satin-like beauty is offered in three most wanted solid colors: maroon, blue and green.

PLASTIC COATED FIBRE FABRICS
Smooth, dirt-resisting, easily cleaned fabrics in colorful patterns.

Gift Certificate is featured in consumer advertisement appearing in early December.

Gift Certificate
for the seat covers
with the best quality of
automobile seat covers

HOWARD ZINK SEAT COVERS
With the best quality of
automobile seat covers

Post
Holiday

BRAND NEW SALES-MAKER to boost South Wind Sales!



It's time right now to start "putting the heat" on car heater sales! And this colorful, powerful merchandise display unit is just what you need to do it!

It is typical of the sales helps South Wind supplies—the most complete and effective in the business . . . including newspaper mats, radio announcements, direct mail folders—*everything* you need to help you sell, sell, sell!

Metal Counter Display...

30" x 30" x 11" can be used to display both the South Wind "Fresh-Aire" and South Wind Standard models, or two of the same model. Shows all the accessories, prices, dispenses information folders. MAKES A SALESMAN OF THIS BEAUTIFUL MERCHANDISE ITSELF! Ask your jobber for the special offer on this display.

America's Best Known Car Heater!

South Wind is the best-advertised, best-known name in car heaters. This is the result of year-after-year advertising in America's top magazines—*Life*, *Post*, *Collier's*, *Country Gentleman*!

America's Most Wanted Car Heater!

A recent car owner survey by United Business Research shows South Wind doing 50% of all replacement car heater business—and 8% of all original equipment business!

South Wind Is Fair-Traded—

to insure you full profit on every sale. See your jobber at once—and make sure you have enough South Wind heaters and sales helps to start making money for you—fast!



Also adaptable for use as a floor unit!



Can be used as a space-saving wall unit too!

Special!

New South Wind Trade-In Plan to speed up your sales! Get details from your jobber at once.



South Wind

Car Heater Division
Stewart-Warner Corporation
Chicago, Illinois



A Natural...

for low-cost power lubrication

NEW ALEMITE "7-11" CHASSIS LUBRICATOR

with sealed-in air motor
that is unconditionally guaranteed
for over two years

• Completely new inside and out! This rugged Alemite Chassis Lubricator brings you dependable, accurate POWER lubrication at the lowest possible cost. Really pays its way by turning out better lube jobs, faster, at more profit to you.

Compact, fully portable, this space-saving Alemite unit packs a pressure punch at its control valve that will lubricate even the tightest bearings. Delivers 14½ ounces per minute at room temperature. Pumps direct from 25, 35 or 50 lb. pails for clean, quick "mess-free" delivery with any of the three. Has exclusive design and construction features ordinarily found only on higher priced models.

Save valuable working space! Save money on overhead costs! Put this Alemite "7-11" Chassis Lubricator to work for you right away. Contact your nearest Alemite jobber — today!



*Nothing
Like it!*

in Low-Cost Lubrication

the only 25-35-50 lb. pump with
sealed-in air motor
that is

*Unconditionally
Guaranteed
for over two years*



Only Alemite dares to make this sensational guarantee! Should this factory-sealed power unit fail to operate as specified, Alemite will replace it FREE as long as 27 months after date of purchase.

- No Oiling Necessary
- Toggle Action Assures Positive Tripping of Air Valve
- Moves Valve Instantaneously
- No Icing or Exhaust Ports
- Impossible to Stall
- No Bleeding Necessary



ALEMITE
*Pacemaker in
Lubrication Progress*

THAT MAN IS HERE AGAIN!

Mr. "Television" himself



MILTON BERLE ON TEXACO STAR THEATER TOPS IN TV!

Yes, "Mr. Television" himself is back on the air, clowning his way into the hearts of millions every Tuesday night. Now in its third season, "The Texaco Star Theater" holds the No. 1 spot for television entertainment. Star-studded casts with none other than Milton Berle adding his terrific touch as master of ceremonies!

AMERICA'S TOP TV SHOW— NOW REACHING 14 MILLION!



SID STONE—famous Texaco pitchman, funnier than ever. He really sells his audience Texaco products and the services of Texaco Dealer and Dealers. He's tops for Texaco Dealer and Texaco product identification!

EVERY Tuesday night . . . 5 million more listeners and viewers than last fall . . . 60 stations from coast to coast . . . and more to come. To this top TV show—add magazine and outdoor advertising . . . Metropolitan Opera broadcasts . . . direct mail . . . window displays . . . and loads of other dealer sales helps.

No wonder **TEXACO DEALERS**
are such busy dealers!



A Great Line-up for
TEXACO DEALERS

Sky Chief and **FIRE-CHIEF GASOLINES**

HAVOLINE and **TEXACO MOTOR OILS** • MARFAK CHASSIS
LUBRICATION • P.T. ANTI-FREEZE • REGISTERED REST ROOMS

*Joe did a perfect job
of engine reconditioning*



*the customer was happy
for two solid weeks...*



This was the end of a Beautiful Friendship

Joe, it didn't have to happen. You should have done what thousands of good mechanics do—check every connecting rod for defects. When you replace 'em with Federal-Mogul rebabbitted or reconditioned rods (which you can get on an exchange basis or outright purchase, from your Federal-Mogul Jobber) you'd still have this customer boasting for you. It pays in the long run, Joe!

FEDERAL-MOGUL SERVICE • DETROIT 13, MICHIGAN

Division of Federal-Mogul Corporation



THE COMPLETE LINE—MORE THAN 7,000 ITEMS

Engine Bearings (Main, Connecting Rod and Camshaft)
• Bushings • Connecting Rod Exchange • Reconditioned Connecting Rods • Rebabbitted Connecting Rods • Connecting Rod Bolts and Nuts • V-Seam Piston Pin Bushings • Bearing Metals • Laminated Shims.



**What to look for when
checking connecting rods**

Out-of-round bore; Cap misalignment; Worn piston pin bushing; Twisted rod blade; Stretched or broken bolt threads; Broken nut threads; Filed-down parting faces. Replace rods with these defects!

**Ask your
Federal-Mogul
Jobber!**

Rings
the Bell
Every-
where!



It certainly
pays to
travel with
MERCURY





WINNING COMBINATIONS

YOU
and
UNITED MOTORS
LINES

A *winning combination* in the automotive service field implies *good lines* and *good teamwork*. On the *material* side, United Motors supplies parts and products that are original equipment on the country's leading makes of cars, trucks and buses. In the matter of *teamwork* or *cooperation*, United Motors offers sound merchandising support and accurate up-to-the-minute service and parts data on old-model as well as current-model vehicles. United Motors lines are *one unit* of a *winning combination* . . . if you wish to be the *other unit*, talk with your United Motors distributor, or write direct.

UNITED MOTORS SERVICE

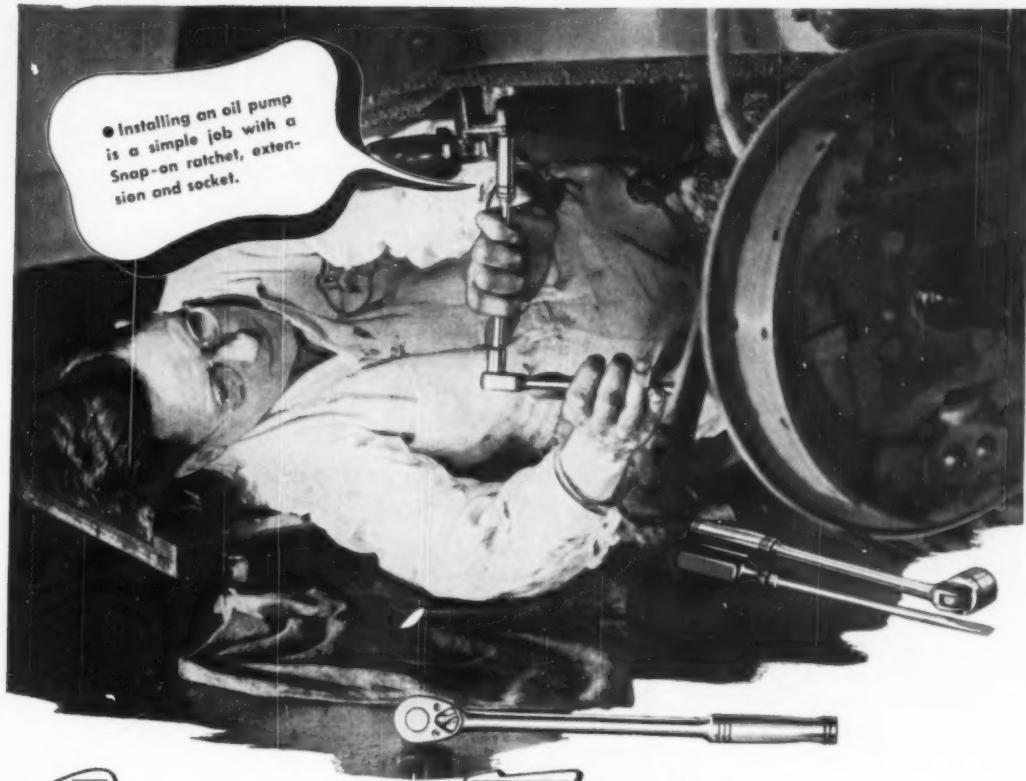
Division of General Motors Corporation
General Motors Building, Detroit 2, Michigan

DELCO Batteries
AC Gauges, Speedometers
and Rebuilt Fuel Pumps
SAGINAW Jacks
MORAINE Engine Bearings
DELCO Radio Parts
HYATT Roller Bearings

INLITE Brake Lining
HARRISON Heaters
GUIDE Lamps
DELCO Clocks
NEW DEPARTURE
Ball Bearings
DELCO Shock Absorbers
MORAINE Gasoline Filters

HARRISON Thermostats
DELCO-REMY Starting,
Lighting and Ignition
KLAXON Horns
HARRISON Radiators
ROCHESTER Carburetors
DELCO Hydraulic Brakes





Snap-on Tools

... promote Speed, Accuracy, and Safety

FOR 30 YEARS, SNAP-ON'S
DIRECT-TO-USER TOOL SERVICE
HAS PROVED TO BE
**"The Time-Saving Way to
buy Time-Saving Tools"**

... contribute to better workmanship

The right tool or combination of tools for every job will be found in the complete line of Snap-on tools. You will find Snap-ons the best money can buy because they have design, balance, fit and feel that make them so easy and profitable to use.

One Service Manager says, "We welcome the call of the Snap-on man because he has the quality tools that enable our mechanics to increase their efficiency and earning power. The result is a greater volume of profitable customer service." Look to Snap-on and the Snap-on man to bring you the finest in service tools!

Write for 104-page Catalog

*Snap-on is the trade-mark of Snap-on Tools Corp.

SNAP-ON TOOLS CORPORATION

8052-J 28TH AVENUE

KENOSHA, WISCONSIN

**1 CHECK ALL LIGHTS
ON EVERY CAR LEFT
FOR CHANGEOVER!**



**2 MARK ALL BURN-
OUTS ON HANDY SNAP-
ON MEMO CARD!**



1-2 sales punch helps dealers cash-in on **G-E Fall auto lamp promotion!**

Let these General Electric sales aids help you get going NOW!



Advertising in Post and Collier's (starts October 21)



Point-of-sale Materials (order from your G-E lamp supplier)



"All-glass" headlamps give **MOST LIGHT WHEN NEW... MOST LIGHT THROUGHOUT LIFE**

GENERAL  **ELECTRIC**

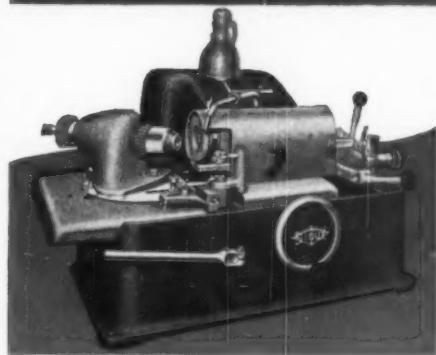
**SPEED - is Essential
TIME - is Important
PROFITS - Indispensable**



You get these and more by equipping for complete Valve Servicing jobs with these **SIOUX** units

SIOUX Valve Cleaner

A fast, easy method of cleaning dirty valves. Removes carbon and scale quickly—thoroughly. For valves up to $2\frac{1}{2}$ " diameter and $\frac{1}{2}$ " stem. Comes complete with air gauge cabinet and 5 lbs. abrasives. Operates on 120 lbs. constant air pressure. Comes with or without cabinet.



SIOUX WET VALVE FACE GRINDING MACHINE

"More Dollar Value Than Ever Before"

Eliminates heat and distortion. Produces finest finish and factory precision. Wet grinds valves, valve ends, tappets and rocker arms. It's years ahead of anything on the market.

SIOUX PERFECTED DUAL ACTION **Valve Seat Grinder**

with Ball Bearing Holder

Precision work in fast time by the almost unbelievable speed of this valve seat grinder. Perfected dual action provides controlled vibration for grinding accuracy and dispersion of cuttings. Uniform finish is assured.



Sold only through Authorized SIOUX Distributors

**STANDARD THE
ALBERTSON CO., INC.**



**WORLD OVER
SIOUX CITY, IOWA, U.S.A.**

WINTER AHEAD



INSTALL NEW

CHAMPION

SPARK PLUGS

To boost sales display this Champion full color poster prominently. Order from your regular jobber or Champion field representative.

**AND SO ARE THE
BIGGEST
SPARK
PLUG
PROFITS**

IF YOU STOCK



SPARK PLUG

CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over ABC network

SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1950

Ahead of the Pack-



►PERFECT►
TRADE MARK

**WHEEL
WEIGHTS**



**The wheel weight that
lives up to its name**

• "U" TYPE—A favorite in the industry. Fits ALL rims having factory trim rings except late model Cadillacs.

• "C" TYPE—The "C" type weight (new style) in six sizes will give most satisfactory results on passenger cars with "K" or "L" type rims.

• "SPECIAL" TYPE—Made for late model Cadillacs with hub caps covering entire wheel. 6 sizes.



PERFECT EQUIPMENT CORP.
804 W. Morgan St. KOKOMO, IND. P.O. Box 706

Manufacturers of Wheel Weights for Trucks and Passenger Cars





Direct two-way action . . . exclusive with the NEW HEIN-WERNER PUSH and PULL HYDRAULIC JACK

- ★ Unsurpassed for body, fender and frame work
- ★ Easier to set up—pushes or pulls direct with fewer attachments
- ★ Pump cannot become airbound . . . Operates at any angle, and in any position
- ★ Protected by safety valves — cannot be overloaded
- ★ Hose guards add years to life of hose
- ★ Push and pull with one ram—just turn release valve to right or left
- ★ Available in 4, 10 and 20 tons capacity, with a wide variety of attachments

Ask your jobber

OR WRITE FOR DETAILS

HEIN-WERNER CORP., WAUKESHA, WIS.

The Hein-Werner line of hydraulic jacks is COMPLETE! It includes Under-Axle Jacks of 1½, 3, 5, 8, 12, 20, 30, 50 and 100 tons capacity . . . "Super-Lift" Hydraulic Jacks for passenger cars . . . "Swing-Lift" and Service Jacks for shop use . . . Cylinder Sleeve Puller.



H-800 Remote Control 4-ton PUSH and PULL Hydraulic Jack (illustrated) \$45. Attachments and assembly parts \$63. Steel carrying case \$19.75. West Coast prices slightly higher.

Does ALL these jobs and hundreds of others . . .

STRAIGHTENING

- Bodies
- Fenders
- Doors
- Decks
- Door Posts
- Truck Hitches
- Window Frames
- Hoods

STRAIGHTENING

- Box Channels
- Knee Actions
- Door Panels
- Hoods
- Bumpers
- Cowls
- Fenders

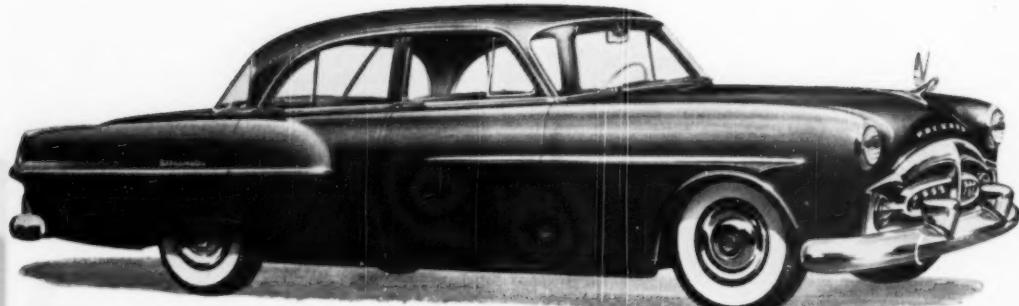
FLOOR STRUCTURES

- Door Posts
- Axes

PULLING

- King Pins
- Gearbox
- Bearings
- Wheels
- Wheel Hubs
- Press Fitted Parts
- SPREADING
- Spread Springs
- Clamped Parts
- Bushings
- Parts for Welding
- Bearings
- Gears

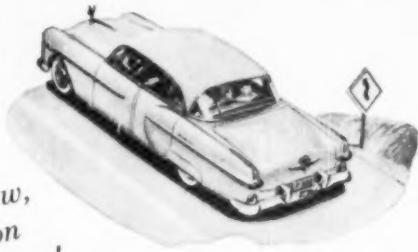
**Everything here is new!
Everything new is here!**



Above: 150 HP Packard "300"—one of nine exciting new models for '51

As everybody knows—it's
the hottest new line in Packard
history! Three brand-new
series . . . nine exciting new models!

All with . . . daring
new low-to-the-road
styling! Stunning new,
roomier, Fashion
Forum interiors!
New restful riding comfort!
Spectacular new performance-with-
economy! New everything!



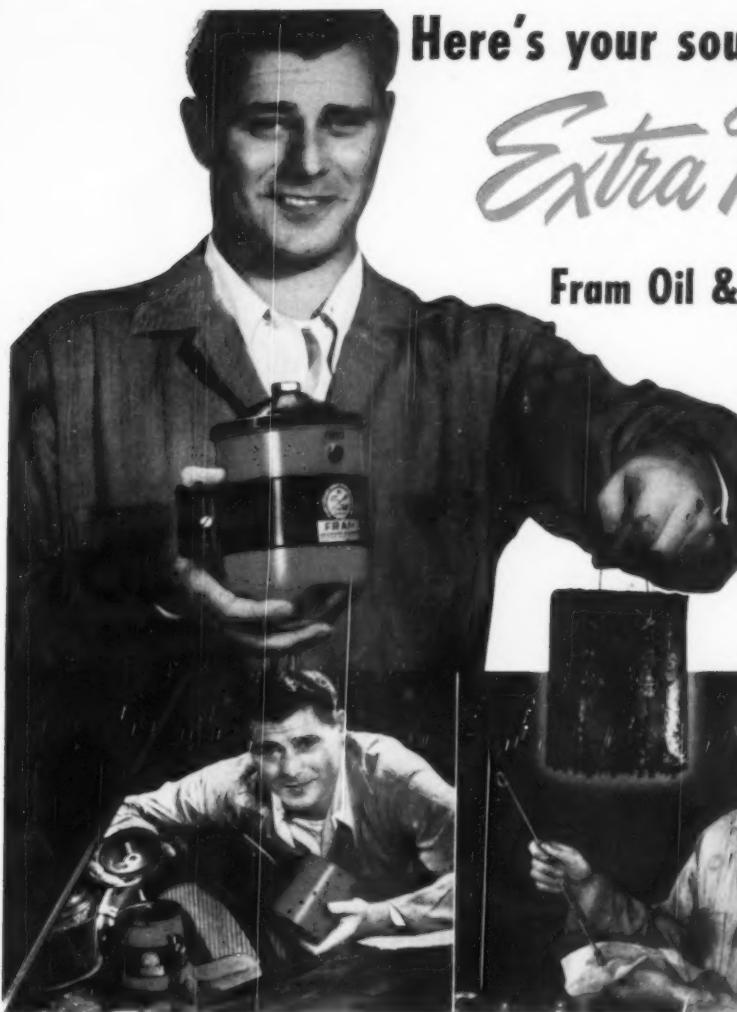
**WITH A DEALER FRANCHISE
AS ADVANCED AS THE CAR ITSELF!**

You owe it to yourself to get the full story—today!
Just pick up the phone and ask for Karl M. Greiner,
General Sales Manager, Packard Motor Car Company,
Detroit. (Phone WALnut 1-5600.)

It's more than a car—
it's a

PACKARD
—the one for '51!

ASK THE MAN WHO OWNS ONE



Here's your source of steady

Extra Profits...

Fram Oil & Motor Cleaners
and Cartridges!

EVERY TIME YOU SELL
a famous Fram Oil & Motor
Cleaner, you start an endless
chain of profits. When the
cartridge inside has trapped
all the dirt it can hold, it has
to be replaced... and that
means more sales for you...
season after season.

Always Ask, "How's your Oil Filter?" That simple time-proven question gets you under the hood to sell Fram Filters, Cartridges and other service and accessory items. And, remember, there's a genuine Fram replacement cartridge for most every make filter!

"The Dipstick tells the story." Show it to your customers as a guide to oil condition as well as oil level. When the oil shows dirty tell them why they need a replacement cartridge... and sell them a FRAM. It's a product they know through powerful national advertising.

You've got to tell 'em... to sell 'em

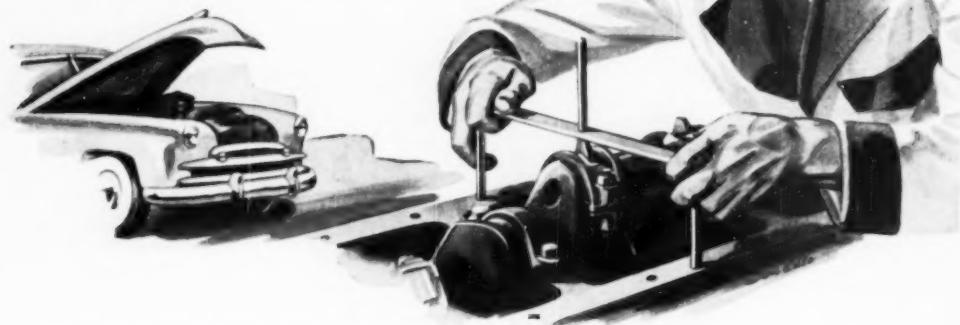
It's up to you to start the sale. *Selling is your business.* Once you've started, the name recognition of Fram helps you with the payoff. It's easy. Just remember, "How's your Oil Filter?" has started the sale of millions of Fram Filters and Cartridges. See your Fram Jobber now. **FRAM CORPORATION**, Providence 16, Rhode Island *In Canada:* J. C. Adams Company, Ltd., Toronto, Ontario.

FRAM
OIL • AIR • FUEL • WATER
FILTERS

**You know the job's
done right with**

KENT-MOORE

SPECIAL SERVICE TOOLS



It's a fact! On nearly every major repair job, you run up against a number of important operations that just can't be done efficiently or accurately with ordinary shop tools and equipment. And no matter how you try to get by these operations with improvised makeshift devices, you'll find that nothing can take the place of Kent-Moore Special Service Tools. For you see, Kent-Moore Tools are developed in cooperation with leading car manufacturers to meet essential factory-recommended service requirements. Each tool is designed to perform a specific operation for which no adequate standard tool exists. And each one is built to do its particular job quickly, easily, accurately to assure proper service at a fair "flat-rate" price with positive profits for you. The new 1950 Kent-Moore Composite Tool Guide contains complete catalog information on all of these essential Special Service Tools. Send for your copy today!

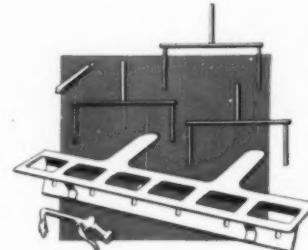
Kent-Moore ORGANIZATION, INC.

GENERAL MOTORS BUILDING • DETROIT 2, MICHIGAN

Sales and Service Engineering Representatives in Principal Cities Coast-to-Coast



ENGINEERS AND MANUFACTURERS OF SPECIAL AUTOMOTIVE SERVICE TOOLS AND EQUIPMENT



CHEVROLET OIL NOZZLE CHECKING TOOL SET

(J-2130-B) — This Kent-Moore Special Service Tool is designed to permit accurate checking of oil nozzles, dippers and troughs to determine proper clearances, depths and nozzle aim. In accordance with the car manufacturer's specifications, its use is required **every time** the oil pan is removed to assure correct lubrication and proper engine performance. Saves time, saves labor, eliminates errors and needless damage to parts. Applicable to all Chevrolet passenger cars and truck models from 1937 through 1950.

Price: \$23.95 less 5% cash with order
F.O.B. Jackson, Michigan



Perfect Balance

**Can Make Money for You
When You Use the TIME-SAVING**

HUNTER WHEEL BALANCER



The Hunter Wheel Balancer pays for itself fast—in as little as 2 weeks' time, some owners say. And it continues to make money from then on. Don't pass up the profit to be made with Hunter Wheel Balancing.

HUNTER

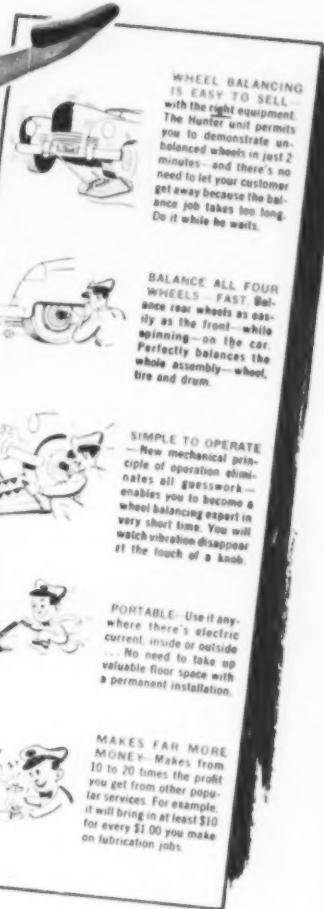
HUNTER ENGINEERING COMPANY

8844 Ladue Road

St. Louis 24, Missouri

The Hunter Tune-In has taken all the mystery out of wheel balancing, and has put this much needed service on a practical, profitable basis.

Let's take a look at some specific reasons why—dollar for dollar—a Hunter Wheel Balancer is the best buy you can make.



SEND THE COUPON NOW!

LET US SHOW YOU HOW YOU CAN CASH IN!

To HUNTER ENGINEERING COMPANY,
8844 Ladue Road, St. Louis 24, Missouri

Yes, I want to know more about the profit opportunities with a Hunter Wheel Balancer.

NAME.....

COMPANY.....

ADDRESS.....

CITY..... STATE.....

MOT.....

CASCO

...Best Bet for Bigger Sales!

IS YOUR
AUTOFAN
• INEFFECTIVE
• WORLTY
• YOU EARED
• INEFFICIENT?

Make it like new with a
CASCO
RUBBER-BLADED FAN
HUB ASSEMBLY

6 in. dia. Rubber
bladed assemblies.
Inexpensive to 5 minutes.

\$1.75



CASCO GLASS WINDSHIELD DEFROSTER

- Securely fastens to windshield with 4 large suction cups. Knurled brass nuts permanently attached to frame. Allows one positioning of suction cups for entire season. Defrosting unit easily removed until needed again.

NATIONALLY
ADVERTISED
in Saturday Evening Post,
Collier's and other
top magazines!

No. A-15 for 6 volt systems LIST \$340
No. A-16 for 12 volt systems LIST \$390

Finest! Most Dependable! CASCO SPOTLIGHTS INNER CONTROLLED! SEALED BEAMS!



- Pierces deepest darkness • Turns in complete circle . . . left or right, up or down • Comfort grip with fingertip switch • Smart, streamlined chrome-plated • Separate pre-assembly insures no electrical disconnections.

JUNIOR No. 540 Thru-the-Post Mounting
No. 535, Thru-the-Door Mounting LIST \$1650
STANDARD No. 541, Thru-the-Post
Mounting only LIST \$1700 Fair Traded

CASCO

FOR NEW AND UNUSUAL AUTOMOTIVE ACCESSORIES, WATCH CASCO
PRODUCTS CORPORATION • BRIDGEPORT 2, CONNECTICUT



Front door handle



Vinyl-Plastic Dashboard Holders



Steering splasher



Front gear shift knobs

Southeast Repr: LAWRENCE M. HIRSIG & CO.
201 Hildebrandt Bldg., Jacksonville 2, Fla.

Southwest Repr: HIRSIG-FRAZIER COMPANY
Box 1140, 807 Cotton Exchange Bldg., Dallas, Texas

Winter Sales Winners!

HUB REPLACEMENT ASSEMBLY for 6" RUBBER-BLADED FANS

A huge market awaits you this Fall and Winter for replacing wornout 6" rubber-bladed fans of any make with a Casco Hub Assembly. Motorists need their fans in good working order to remove the blur of sleet and snow from their windshields. You get 6 Hub Assemblies in merchandising package, attractively mounted on selling display. Order now, and cash in.

**CASCO 2-SPEED
6" RUBBER-BLADED
AUTO FAN** No. F-11
\$750
• Chrome-plated metal trim and
swivel arm • Die-cast motor
case • Universal mounting
bracket.



NEVER FAILS TO GIVE SAFE VISIBILITY
THROUGH SLEET, ICE, SNOW AND FOG!

- New Exclusive Switch-Control Plug provides positive "on and off" heat control.
- Unplugs defroster with a simple "pull-off" operation.

ONLY WINDSHIELD DEFROSTER MADE
WITH SWITCH-CONTROL PLUG!

Now... #1 IN SALES Coast to Coast! CASCO VISORS



Outstanding in style, finish and value! One model fits 90% of all cars. Choice of two beautiful, long-lasting finishes: Pearl gray Hammerloid enamel on smooth aer-aluminum (V-15 Series); silvery anodized aluminum, embossed and rigid. (V-1 Series.)

MODELS V-15 and V-1 fit all 1946-50 cars with center windshield dividers except 1947-50 Studebakers and 1948-50 Hudson • MODELS V-16 and V-2 fit Studebakers with windshield divider only and 1948 Ford • MODELS V-17 and V-3 fit all 1946-50 cars with one-piece windshields except 1946-50 Hudson and 1947-50 Studebakers. Fair Traded \$1875

Federated Mutual

is a favorite among SOUTHERN GARAGEMEN



PONTIAC MASTER AUTO SERVICE, AUGUSTA, GEORGIA
Insures With FEDERATED MUTUAL

BECAUSE...

- 1 Federated Has an Unexcelled Reputation For Prompt, Courteous Settlement!
- 2 Federated Returns Regular and Generous Dividends!
- 3 Federated Offers Complete Fire, Casualty, Group Health and Accident Coverage — All in ONE Company!

The Federated man is a specialist in providing Southern Garagemen with the PROPER coverage on FIRE, CASUALTY, AND GROUP INSURANCE. He is highly trained in your needs and in today's special insurance needs of the automotive trade. His friendly skilled service can save you money — strengthen your protection.

Write for the name of your nearest Federated representative!

Federated Mutual

IMPLEMENT and HARDWARE
INSURANCE COMPANY



1600 HEALEY BLDG. ATLANTA, GEORGIA

A PIONEER in Serving the South with COMPLETE COVERAGE

BRAKE BUSINESS is BIG BUSINESS when you sell

Raybestos

When you sell Raybestos, you're in business with America's biggest selling brake lining. Here's why: Raybestos, with the greatest original equipment experience in the industry, has always provided its dealers with linings that can be sold with complete confidence . . . linings *proving ground tested*. They provide the correct combination of linings . . . selected from seven different types . . . for each make and model of vehicle. And Raybestos has always backed up its dealers with full factory cooperation.



THIS CERTIFICATE comes with every Raybestos Brake Set. Use it to increase business. • AND THIS MESSAGE:
"Don't learn about bad brakes by accident!"
Have them certified safe for driving.
features the certificate month after month in our Saturday Evening Post advertising.



Raybestos

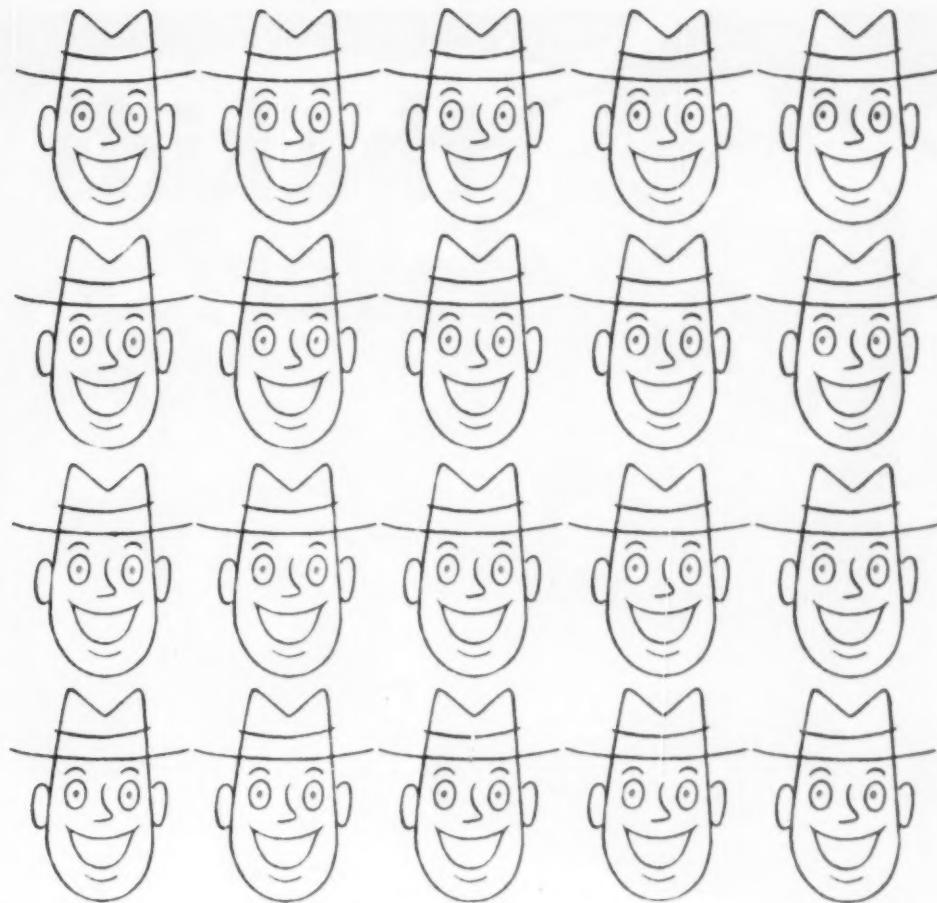
Raybestos Division of

RAYBESTOS-MANHATTAN, INC., Bridgeport, Conn.

America's Biggest Selling BRAKE LINING



RAYBESTOS-MANHATTAN, INC. Manufacturers of Brake Linings • Brake Blocks • Clutch Facings • Radiator Hose • Fan Belts • Mechanical Rubber Products • Rubber Covered Equipment • Packings • Asbestos Textiles • Powdered Metal Products • Abrasive and Diamond Wheels • Bowling Balls



It's the repeat business!

THERE'S no denying that one-shot business is worth something.

But the business that pays the rent and buys the bread and butter is the kind that comes from customers who are so satisfied they keep on coming back, over and over again.

That's the kind of business Quaker State dealers enjoy . . . for example, surveys show at least three-fifths of Quaker State users have been steady customers for 5 years or more!

That's because Quaker State Motor Oil is made from 100% pure Pennsylvania grade crude oil. It is refined with the most modern processing equipment . . . and technical skill unsurpassed in the industry. It is the finest motor oil, we believe, produced anywhere in the world.

**QUAKER
STATE
MOTOR OIL**

Quaker State Motor Oil • Quaker State Superfine Lubricants • Quaker State Oil Refining Corporation • Oil City, Pennsylvania



CARB MASTER has been in the Rust Master act only a short time—but already it's a star performer. Faster acting and surer curing than anything ever before made for the purpose, CARB MASTER—

CLEANS CARBURETORS without removing from the engine! It penetrates grease, carbon-gum right down to the bare metal... leaves carburetor operating at peak efficiency.

EXCELLENT AND SPEEDY BENCH CLEANER
Requires no prolonged soaking or hard

scrubbing. Its powerful action leaves metal parts slick as a whistle—f-a-s-t!

CLEANS AND CONDITIONS FUEL LINES One pint in the gas tank every 2000 miles dissolves carbon-sludge and gum... absorbs moisture... prevents gas-line freeze-ups. Results in powerful engine performance.

Get in the act! Let CARB MASTER show you the way to bigger profits. Just tell your customers how well it does what it does so quickly.



NO FUSS . . . NO MUSS
JUST POUR . . . NO MORE



*Sell the Battery
that's EASIEST to sell!*

DELCO

first in popular favor

Increase your battery sales the easy way. Sell Delco . . . America's No. 1 battery—chosen as original equipment for more new cars and trucks than any other make.

Capitalize on this tremendous nationwide popularity. Take full advantage of Delco's coast-to-coast advertising and promotion campaigns. Make sure your customers know you carry the battery they know about—Delco . . . the popular favorite for dependability, long life and value!

Stock Delco . . . display Delco . . . sell Delco. See why Delco batteries are the easiest to sell of all!



America's

No.1

Battery

DELCO BATTERIES—A UNITED MOTORS LINE

Available Everywhere Through



United Motors Distributors



DE SOTO...no car

in America has bigger brakes

...another reason why De Soto

owners say, "Regardless of

price...best car I ever owned!"



*Don't miss GROUCHO MARX in "You Bet Your Life" on both radio and television (NBC networks)
presented by De Soto-Plymouth Dealers. DE SOTO DIVISION, CHRYSLER CORPORATION*



Black & Decker Tool Users . . . FACTORY SERVICE Always NEARBY for You!



CHICAGO BRANCH



ATLANTA BRANCH

29 B&D BRANCHES WITHIN 24 HOURS OF ANY CUSTOMER

Atlanta, Ga.
Baltimore, Md.
Boston, Mass.
Buffalo, N. Y.
Charlotte, N. C.
Chicago, Ill.
Cincinnati, Ohio
Cleveland, Ohio
Dallas, Texas
Denver, Colo.
Detroit, Mich.
Houston, Texas
Indianapolis, Ind.
Kansas City, Mo.
Winnipeg, Man., Canada

Los Angeles, Calif.
Memphis, Tenn.
Minneapolis, Minn.
Montreal, Que., Canada
Newark, N.J.
New Orleans, La.
New York, N.Y.
Philadelphia, Pa.
Pittsburgh, Pa.
Portland, Ore.
St. Louis, Mo.
San Francisco, Calif.
Seattle, Wash.
Toronto, Ont., Canada

You get maximum productive life out of every Black & Decker Tool you own when you take advantage of our genuine, guaranteed "Factory Service" at reasonable cost! These Factory Service Branches are *owned and operated by Black & Decker*, not merely local repair shops "licensed" by a manufacturer. They carry genuine B&D parts in stock, use no substitutes or makeshifts. And you deal *directly* with Black & Decker, enjoy all the advantages of B&D's famous service policy and guarantee.

There are 29 B&D Branches spread across the map. We're constantly expanding their number and increasing their facilities to bring *better service closer to more customers*. If and when you need repairs on a B&D Tool, use the Service Branch nearest you. It saves you time, trouble and money! THE BLACK & DECKER MFG. CO., 633 Pennsylvania Ave., Towson 4, Md.

. . . And Each Service Branch is



manned by expert me-
chanics trained in our own
factory at Towson, Maryland.



equipped with special
electric tool servicing equip-
ment for finer repair work.



stocked with genuine
Black & Decker replacement
parts for trouble-free running.

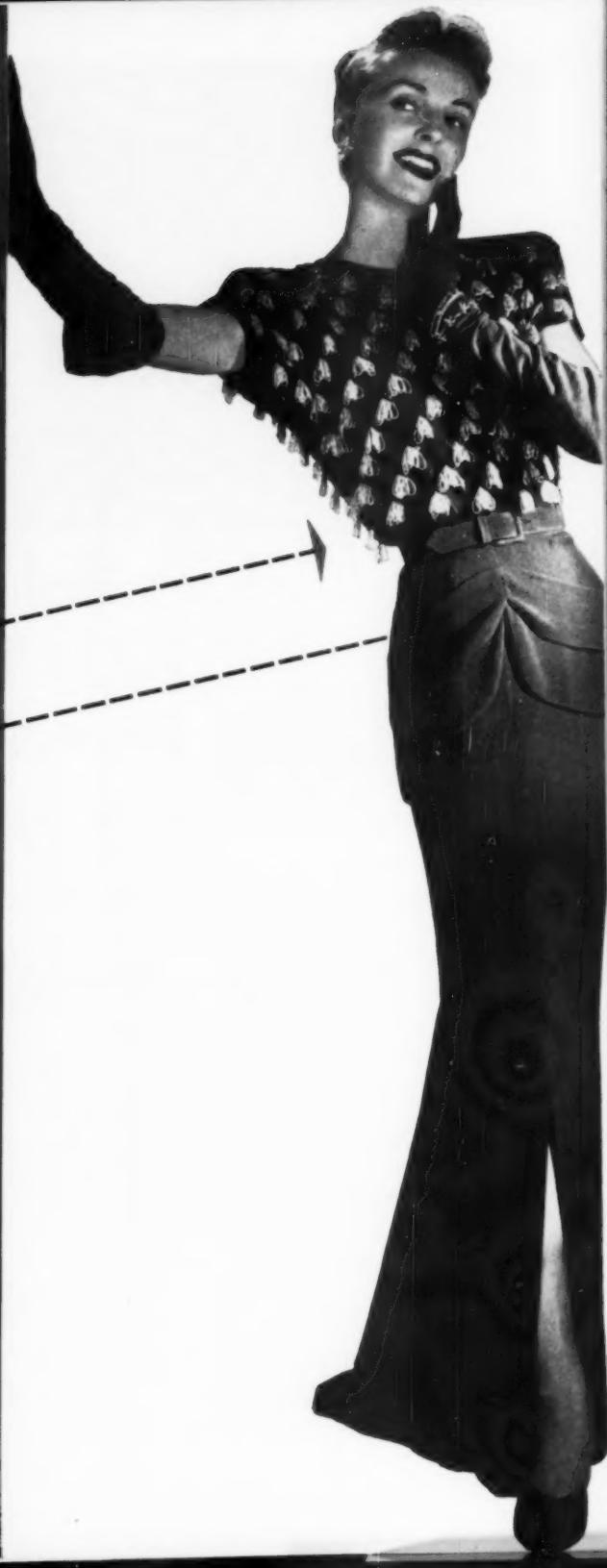
LEADING DISTRIBUTORS



EVERWHERE SELL

Black & Decker
PORTABLE ELECTRIC TOOLS

“smartest
package”





**The NEW* Auto-Lite
Silver Line

SELLS on Sight...!

YOU'LL find the new Auto-Lite "Silver Package" worth its weight in gold as it "sells up" your wire and cable sales for more profits and premium quality satisfaction. The Auto-Lite "Silver Line" is a complete line—Steelductor Spark Plug Wire, Flex-strand primary wire, Auto-Lite Battery Cable with the new Anti-Corrodite Terminal that holds tight. Cut-to-length sets for all popular cars and the widest range of solderless terminals in the industry. Get in on the "Silver Package" profits. Write to

THE ELECTRIC AUTO-LITE COMPANY

Mercantile Division

Toronto, Ontario

Toledo 1, Ohio



AVAILABLE TO ALL STOCKING DEALERS
 Cash in on this new Auto-Lite "Silver Line" Wire and Cable program with this outstanding new Auto-Lite Steelductor Merchandiser. This big 23½" high, 14½" wide display in brilliant silver, red and blue colors will help spark sales and profit on your entire line. Get yours by ordering from an Auto-Lite Jobber today.

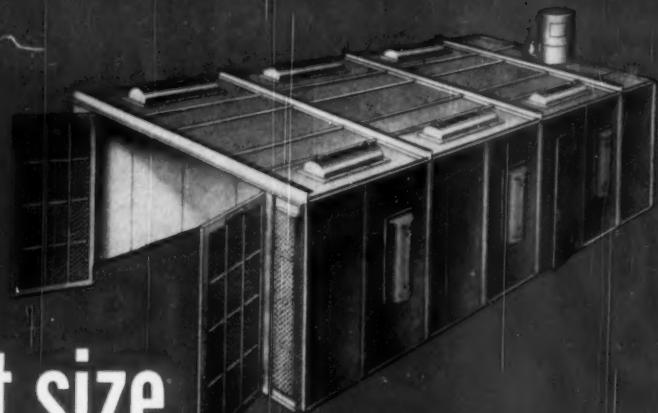
New Auto-Lite Battery Cable Wall Rack, 16 hooks, comes without extra cost on purchase of only \$14.95 worth of Auto-Lite Battery Cable.



HOW TO BUILD YOUR BODY BUSINESS

TO

twice its present size



THIS SELLING PLAN Plus BRAKE SHOE EQUIPMENT CAN DOUBLE YOUR BUSINESS

Twice the job turnover! Twice the job work! Twice the job profit! That's the bona fide record of the Brake Shoe Turnover Plan. Brake Shoe can help you double your body business in six short months with this three-step program. Here's how it works:

1. Brake Shoe gives you a brand new service to offer your community. An exclusive refinishing service that *duplicates* the showroom finish that the manufacturer originally put on the car.
2. Brake Shoe cuts your job costs, hikes your job profit and doubles your job turnover by converting your shop

to a factory method production line operation.

3. Brake Shoe shows you how to bring in double the business with a *proven* program that creates consumer demand such as you have never known or experienced before.

These results are being achieved *now*. Our customers are turning out as many as 65 to 100 repaint jobs per day. Write for your copy of this sales plan and the names of organizations that have doubled their business through its use. Write for illustrated Sales Plan to:

BRAKE SHOE BUILDS 198 DIFFERENT MODEL SPRAY BOOTHS TO MEET YOUR SHOP REQUIREMENTS



KELLOGG DIVISION, 96 HUMBOLDT ST., ROCHESTER 9, N. Y. - DOMINION BRAKE SHOE COMPANY, NIAGARA FALLS, ONT.

AMERICAN
Brake Shoe
COMPANY





NATURE'S PERFECTION

Nature put the world's best crude oil in the Bradford district of Pennsylvania. Bradford-Pennsylvania crude is the costliest, toughest, oiliest, most heat and wear resistant in the world. And every drop of Veedol Oil is refined from this superb crude.

For cars and trucks—VEEDOL, "The World's Most Famous Motor Oil," contains an ingredient that cuts down gummy carbon deposits . . . keeps rings free . . . compression high . . . reduces corrosive acids that attack bearings and other vital engine parts and actually keeps motors cleaner, cooler, and smoother-running. Veedol's excellent quality assures effective lubrication at any engine speed or temperature.

For farm tractors—VEEDOL TRACTOR OIL gives a full 150 hours service in gasoline fueled tractors and cuts oil consumption in all tractors, regardless of fuel used. Veedol is nationally known and accepted among tractor owners for its amazing endurance, outstanding lubrication efficiency and 100% Bradford-Pennsylvania quality.

The Veedol name has long been well known and has always stood for quality in the public mind. Veedol Oils and Greases are sold through independent distributors. Write for information today! *

TIDE WATER ASSOCIATED OIL COMPANY

New York — Tulsa — San Francisco
*Tulsa, Thompson Bldg. *Atlanta, Rhodes-Haverty Bldg.



CHEVROLET
is farther ahead
than ever by every
measure of
leadership

You're FIRST with Chevrolet

Farther Ahead in Popularity

SALES FAR ABOVE THOSE OF A YEAR AGO!

According to latest available reports, Chevrolet passenger car sales are showing sensational gains over the sales figures for the same months of 1949. In fact, sales for 1950 to date are the highest in all Chevrolet history. In trucks, too, Chevrolet is far and away America's first choice!

Farther Ahead in Production

AHEAD BY MORE THAN 250,000 UNITS!

Chevrolet production races ahead to new records. Latest figures show that so far this year Chevrolet has produced over a quarter of a million *more* cars and trucks than any other manufacturer. And Chevrolet production is *more than three hundred thousand units* ahead of the same period last year!



Farther Ahead in Owner Loyalty

An authoritative, independent survey shows that Chevrolet owner loyalty is at a new high—higher than that of *any other car*! The millions of Chevrolet owners who plan to buy again give Chevrolet dealers the most favored competitive position in the industry.

It's America's Most Wanted Motor Car

In survey after survey, Chevrolet enjoys a commanding lead over all other makes when motorists are asked, "What make of car do you intend to buy next?" Altogether, 16 independent surveys show that Chevrolet is undisputedly America's No. 1 car—owned by more people, wanted by more people, than any other make!

America's FINEST Franchise!

CHEVROLET MOTOR DIVISION, General Motors Corporation,
DETROIT 2, MICHIGAN

Sell Safety on Sight!

GUIDE "SEALED-UNIT"

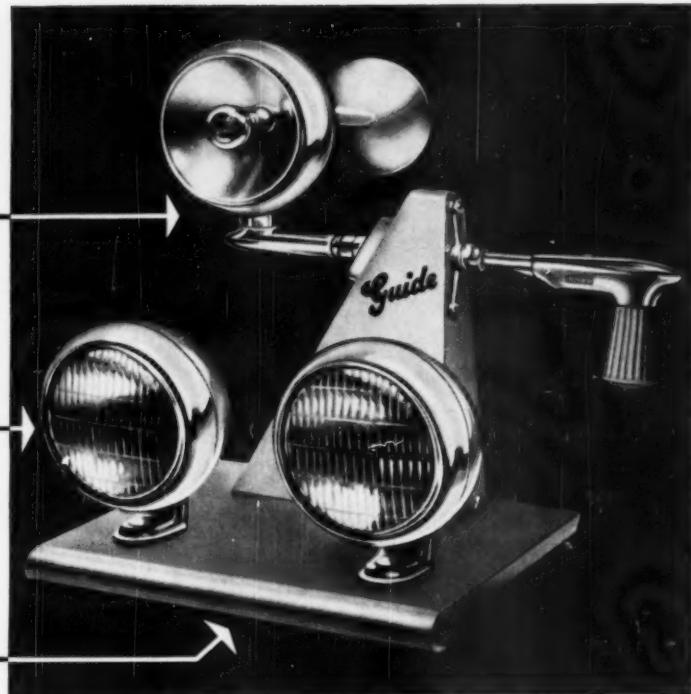
SPOTLAMP features smooth-working inner controls—available for post or thru-the-door mounting and with or without attached rear-view mirror.

GUIDE "SEALED-UNIT"

FOG LAMPS are available singly or in pairs, with wiring, switch and universal mounting; fit any make of car.

FREE GUIDE DISPLAY

permits easy mounting without special tools—sets off lamps to eye-catching advantage; is free with purchase of lamps.



Customers can catch at a glance the safety advantages and the sparkling beauty of Guide's brilliant Spotlamp and Fog Lamps when mounted on this attractive display. They can operate and examine them—see the amazing conveniences they offer drivers.

Guide lamps are high quality, stand-out performers . . . recognized top sellers all over the nation. And they'll move even faster—build more profits

for you—when displayed on this Guide merchandiser . . . yours free with the purchase of Guide lamps.

So *show* your way to greater profits today with this sparkling sales booster. Contact your United Motors distributor without delay.

GUIDE LAMP—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS



Guide LAMP

Division of General Motors
Anderson, Indiana

WE'LL HELP YOU SELL AMERICA'S FASTEST SELLING UNDERBODY COATING

Why YOUR CAR NEEDS
LION Nōkōrōde
UNDER-CAR SEALER AND SILENCER

**An insulator that makes Nokorode more adhesive, more cohesive, more dense, and a better sound insulator.*

The entire underside of your car. And it's good to rust and corrosion with no coloring for rust and corrosion to get a start. For a noisy gear ride, . . . For rattles when you drive. "Silent-Tite" is made from the finest selected asphalt by Lion Oil Company, one of the world's leading manufacturers of asphalt. Nokorode is naturally black — no useless coloring matter added.

*Nōkōrōde is Guaranteed by
LION OIL COMPANY*

Made Under the Process of U.S. Patent No. 2,393,774

IT'S GUARANTEED!

WRITE, wire or phone
Lion Oil Company
today for Lion's com-
plete, backed-by-
advertising plan. It
can bring you extra
profits...in a hurry.

Nokorode sprays on thinner and dries faster because it is made in concentrated form. Actually, Nokorode forms a much tougher, more adhesive coating than other products which are applied two or three times thicker . . . so, with Nokorode, you save up to $\frac{3}{4}$ your material cost per job! You profit more . . . because you use less material, yet get the job done faster, better and at lower cost. (Nokorode can be applied as thick as is recommended for competitive products, but

it's not at all necessary.)

Why is Nokorode superior? Lion's patented process makes Nokorode more adhesive, more cohesive, more dense, and a better sound insulator.

Made from the finest selected asphalts by Lion Oil Company, one of the world's leading manufacturers of asphalts. Nokorode is naturally black — no useless coloring matter added.

LION OIL COMPANY, El Dorado, Arkansas

with
ADS
LIKE
THIS

IN THE
SATURDAY EVENING
POST
and
TIME

"THEY NEVER MISS ...!"

by Gum

FELIX FALSEFRONT, LIKES TO PUT ON THE DOG TO IMPRESS PEOPLE ... A CHARGE ACCOUNT IS BIG STUFF TO HIM —



BUT HE DON'T IMPRESS JOE, THE SERVICE STATION MAN, AT THE END OF THE MONTH !



Copyright 1950, Prest-O-Lite Battery Company, Inc.

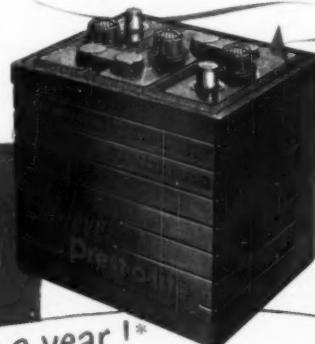
Prest-o-lite profit plan pays off quick!

Look How You Build Volume and Profit

- ★ **SENSATIONAL HI-LEVEL**—needs water only 3 times a year.* 70% longer average life in tests conducted according to S.A.E. Life Cycle Standards.
- ★ **COLOR PAGES IN NATIONAL MAGAZINES**—national consumer and farm coverage in leading magazines reaching over 13,000,000 homes.
- ★ **OUTSTANDING DEALER PROGRAM**—sales stimulators, signs, counter cards and direct mail—everything you need to boost sales. See your local jobber or write to

PREST-O-LITE BATTERY COMPANY, INC.
Toledo 1 Ohio

FREE...! Cartoon Book
Write for your copy today!



Prest-o-lite
hi-level battery

... needs water only 3 times a year!*

*In normal car use



Save overall on overhaul jobs with *Engineered* bearings

*Your NAPA Jobber
is a Good Man
to Know!*



THE CLEVELAND GRAPHITE BRONZE COMPANY
REPLACEMENT SALES DIVISION
6545 CARNEGIE AVENUE
Cleveland 3, Ohio

FOR ENGINE BEARINGS
CLUTCH PLATES AND PARTS
CHASSIS PARTS

Monmouth
is the name

1ST SAVING

The right bearing for the job. Whether it be a passenger car, truck, bus or tractor engine—there is a Monmouth Engineered Bearing specifically designed and constructed for the type of service the engine must give.

2ND SAVING

Installation easier and faster. Because these bearings are exact duplicates of original equipment bearings, time is saved in application.

3RD SAVING

Minute-man delivery. Monmouth Engineered Bearings are stocked and sold coast to coast by N. A. P. A. Jobbers.

4TH SAVING

No customer complaints. Winning performance* of Monmouth Engineered Bearings eliminates adjustments, results in continued customer satisfaction — enhances your reputation for quality work. To save and profit—specify Monmouth Engineered Bearings and Replacement Parts.

*NOTE:

At the 1950 Indianapolis Speed Races, engines of the first ten cars were fitted with our Cleve 77 Bearings.

\$3500.00

SPONSORED BY

WESTINGHOUSE AUTO BULBS

1st PRIZE \$1000.00 CASH



You can win this in a walk. All of us service guys have more safety angles than Hollywood has curves. It'll be easy. Read the easy rules below.

2nd PRIZE \$500.00 CASH



This is a breeze. You've been thinking about safety for 25 years? Good! Just say it in 25 words and you're in. Enter as many times as you wish.

NEXT 10 PRIZES \$100.00 CASH EACH

NEXT 100 PRIZES A CRISP \$10 BILL

If you work in a service station, auto supply store, garage, or any place that sells auto products to the general public, you'll want to enter this easy contest. Just tell us which are the most important safety checks to make on a car and give your reasons. Be sure to follow the simple rules listed below. Maybe you will be the big \$1000 winner!

112 FINE PRIZES — Easy to Enter! Easy to Win! Enter Early...Enter Often

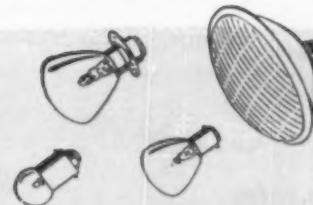
1. Tear off the top of a carton which holds a Westinghouse Sealed Beam Lamp. See the carton picture below.
2. On the back of this carton top, write down what you think are the *most important items* to check for safety on a car (don't list more than five). Then finish the following sentence in 25 additional words or less: "I chose these because (now fill in your own 25 words or less)
3. Here's an example: *Tires, brakes, head lamps, battery, windshield wipers. I chose these because: You can't take a chance on overlooking any one of them. To avoid accidents they have to be in tip-top shape constantly.*
4. Write or print plainly on the carton top. (Use plain paper if you wish, but be sure to send a carton top with your entry.) Enclose in an envelope. Entries must be the original work of the contestant and will be judged on the basis of sincerity, sensible reasons, and originality.
5. Mail to Westinghouse Safety Contest
Box 1313, Grand Central Station
New York 17, N. Y.
6. One 3¢ stamp should be sufficient. Entries must be postmarked not later than midnight, December 16, 1950. Submit as many separate entries as you wish but each entry must be on a carton top or accompanied by a carton top. Decision of the judges is final. Duplicate prizes in case of ties. Only one prize per contestant. No entries will be returned.
7. The contest is open to anyone in the continental United States who is engaged in selling automotive products to the general public. Any number of employees working in the same establishment may enter. The contest is subject to all State and Federal regulations.
8. The winners' names will be announced approximately four weeks after contest closes.



SAFETY CONTEST

Why Westinghouse bulbs are the bulbs you should sell . . .

In your business you're selling safety. That's why you carry wiper blades, fan belts, cables, and light bulbs. That's why you check for worn tires, bad brakes, loose connections, and burned-out lamps.



Isn't it logical, then, that you should handle the lamps that can be depended upon to give maximum See-ability on the road? Lamps that are the best that money can buy. Westinghouse lamps!

A WESTINGHOUSE SEALED BEAM LAMP IS A PRECISE OPTICAL SYSTEM.

The lens has 121 little prisms to direct every bit of the light to the right spot.

Reflector can't be distorted by pressure from the holding clamps. Nor will it ever tarnish or blacken, because it is hermetically sealed.

The whole unit is all glass and heat toughened during manufacture so that it resists shocks, flying stones, and jars and jolts.

The filaments are accurately positioned and they stay in line.

When you're selling a headlight lamp, sell a Westinghouse Sealed Beam lamp. It's the lamp you know will give customer satisfaction.

YOU CAN BE SURE...IF IT'S **Westinghouse**

Now! 100% more protection

Why
today's driving
conditions require
this revolutionary
new battery

1

Car owners are driving more than ever before — and more mileage means more battery wear. Batteries must have added stamina to withstand added mileage!

2

Batteries are being charged more—not only over more miles, but, also, at higher rates. Batteries must be designed to withstand additional charging!

3

Higher compression motors are here — and they require more battery power. For quick, sure starts in any weather, batteries must have added starting power!

4

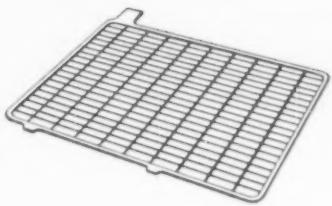
Today, batteries are under the hood — for easier, quicker inspection and service. But under-the-hood batteries must be able to withstand under-the-hood temperatures!



New Willard Super

against the No.1 battery killer

Willard announces



THE METALEX GRID—

Plus 4 other features—

makes the new Willard Super Master
custom-built for today's
driving conditions. Ask the
Willard Salesman for
complete details!

METALEX

greatest battery improvement in 25 years

Today, OVERCHARGING is the No. 1 battery killer. More batteries are worn out from this one cause than from all other causes combined! Overcharging strikes directly at the grids—corrodes them—fractures them—destroys their ability to retain active material—destroys their utility as current conductors.

But now Willard announces METALEX—a new and vastly superior grid metal, developed and perfected by Willard metallurgists specifically to combat damage by overcharging. And METALEX does so—stubbornly, effectively. METALEX provides a full 100% more protection against the No. 1 battery killer! METALEX l-e-n-g-t-h-e-n-s battery life. Available exclusively in Willard Super Master Batteries, METALEX gives Willard Dealers the most important single selling advantage any battery has had in a quarter of a century.

NEW IMPROVED RUBBER INSULATOR FOR LONGER LIFE

Impervious to effects of high charging rates and high, under-the-hood temperatures... L-e-n-g-t-h-e-n-s battery life!

NEW IMPROVED RUBBER CONTAINER FOR LONGER LIFE

New design—heavily reinforced at points of stress. Withstands high, under-the-hood temperatures. L-e-n-g-t-h-e-n-s battery life!

NEW IMPROVED SEALING COMPOUND FOR LONGER LIFE

Will neither crack in winter nor melt in summer. Withstands high, under-the-hood temperatures. L-e-n-g-t-h-e-n-s battery life!

NEW IMPROVED ACTIVE MATERIAL FOR QUICKER STARTS

So much more chemically active, that snap starts are assured—even in cars powered by the new higher compression motors!

Master with METALEX

*Catch your limit
in cable profits
with*

PACKARD BATTERY CABLES

Battery cable profits won't "get away" from you when you handle Packard battery cable. For the quality is there . . . Packard cables are full size, full weight, and deliver a full measure of value. What's more, you have a choice of LeadAlloy terminal or Leaded Brass terminal . . . fast cranking, quick starting, and maximum battery life are assured. You'll catch your limit in battery cable sales with Packard cable!



Packard Electric Division, General Motors Corporation
Warren, Ohio



PACKARD BATTERY CABLE IS BEST BECAUSE . . .

Full gauge copper conductor . . . insures delivery of adequate power for quick starting.

• Insulation of conductor is accomplished by a heavy sheath of special rubber compound, strong braid and lacquer.

• Cadmium-plated "Korelug" attached by 50-ton press is integral part of conductor.

• Raised bosses or shoulders for easy spreading of terminal.

• Terminals, bolts and thick nuts are all given a special Packard corrosion resistant treatment.

• Trade numbers deeply and clearly stamped into Korelug for positive identification.

• Reference chart printed on bottom panel of container . . . trade number printed on end panel for quick identification.

FOREMOST BUILDER OF AUTOMOTIVE AND AVIATION WIRING

SOUTHERN AUTOMOTIVE JOURNAL

Covering Automotive Sales and Service

Vol. 30

OCTOBER, 1950

No. 10

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Member of Audit Bureau of Circulations

ANNUAL SUBSCRIPTION—\$1.00

FOREIGN—\$10.00

Published Monthly by
W. R. C. SMITH PUBLISHING COMPANY
Atlanta and Marietta, Georgia
Editorial and Business Offices
806 Peachtree Street, N. E., Atlanta 5, Georgia

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SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1950

Thor PORTABLE ELECTRIC IMPACT WRENCHES



Most powerful built
—deliver two hard
wallops on every
spindle revolution.

No torque reaction
from unique Thor
impact mechanism.

Motor runs continuously—even when
spindle is stopped—
cannot stall or burn
out!

No job is too hard—or too
easy—for these great Thor
Silver Line $\frac{3}{4}$ " and $\frac{1}{2}$ " Im-
pact Wrenches. Try them—
on any job—nut running,
stud removing, drilling, tap-
ping, screwdriving...these
versatile tools outperform
everything in their class!

**INDEPENDENT PNEUMATIC
TOOL CO.**
AURORA, ILLINOIS



Write For FREE
Electric Tool
Catalog E-2

Thor TOOLS



ASK FOR THE *Silver Line*

- Belt Sanders
- Bench Grinders
- Drills
- Drill Stands
- Fender Hammers
- Glovers
- Electric Hammers
- Impact Wrenches
- Nibbler
- Nut Setters
- Polishers
- Sanders
- Saws
- Screw Drivers
- Tappers
- Valve Reseaters
- Air Tool Kits



Days are getting shorter and shorter. Then's when head lamps, tail lamps, heaters, defrosters, and stiff engines combine to give battery-power a beating. Be ready for BUSINESS with Marquette Battery Charging equipment. Here's where Marquette's Hi-Rate Testing System really shines! It's quick, accurate, positive. Either it helps you sell a new battery, generator, regulator, or cable on the spot . . . or it gives you a nice profit on the charging service.

Preventive Maintenance—that's what the fleet owners call it. Let's take a tip from them, and look for trouble before it starts. Take batteries, for instance. The average motorist doesn't realize his battery is down . . . until he has starting trouble. Why not make it a routine to offer to make the Marquette 20-second test for every customer. It's done in less time than it takes to ask . . . in just 20 seconds you report the exact battery condition. Talk about building goodwill!

Do batteries lose any of their charge when water is added? No. It's true that the Specific Gravity is lowered, but that doesn't mean that any of the charge has been lost.

A battery that overheats when charging is a sub-normal battery that is either shorted or sulfated. In these cases, the battery is not being charged right according to the indications of the Battery Tester. Batteries will overheat if charged longer or at a higher rate than what's recommended.

If you've got any questions . . . or ideas you think ought to appear in my column, send 'em on to me, care of Marquette.

recharge / your battery charging business!

Keep in mind these two facts: One, you can increase your charging business, earn a greater margin of profit, with top-notch testing-and-charging equipment. Two, Marquette's 20-second test enables you quickly to spot defective batteries—and sell new ones. Check the specifications of Marquette equipment, notice the "big names" of the people who make the basic parts. You'll see why Marquette Testers and Chargers are better. Invest now . . . and recharge your battery charging business.

MARQUETTE MANUFACTURING CO., INC.
307 E. Hennepin Avenue, Minneapolis 14, Minn.



MARQUETTE
REGISTERED U.S. PAT. OFFICE
Battery Testers and Chargers

Get it from your Jobber!...

CAN FREE ENTERPRISE SURVIVE?

No. 6 in a series of editorial messages

A WELL-INFORMED business man was discussing the Korean War—and what may follow. "I'm quite pessimistic about the outlook," he admitted. "And it's not so much the military picture which alarms me as it is the probable effect of this military program on our domestic situation. Fact is, I think our American way of life, as you and I have known it, is ending."

This comment is quoted because it seems to express the opinion of many intelligent people.

General preparations for war are likely to bring drastic changes in the nation's economy. They mean vastly-expanded government spending, a probable large increase in an already top-heavy government debt, perhaps even ultimate wild inflation; more government controls and less freedom for the individual; more power and political influence for organized labor; more danger that government's left-wing economic planners may put their socialistic theories into practice.

Britain came out of the last war with a socialistic labor government which, still in power, is developing a welfare state at the expense of individual freedom and opportunity. And what is happening in once-conservative Britain can happen here.

"The United States is almost alone as the last bulwark of capitalism," says a publication issued recently by the U. S. Chamber of Commerce. "We have not yet formally adopted socialism, as most other nations have, in varying degree.

"The question now being decided in day-to-day decisions is whether we shall follow these other nations into formal socialism; or whether we shall retain and improve the system of free enterprise which, despite some imperfections, has given us the highest standard of living ever known."

All of us can help influence this momentous decision. We can do this by discussing these problems with our business associates and employees and by writing to our congressmen.

We can, for instance, insist that the military program be financed as largely as possible on a pay-as-you-go basis. For a heavy burden of taxation today is better than a serious economic upheaval and a socialistic regime tomorrow.

But the burden of taxation need not be so heavy if government stops its spending-as-usual program during the war emergency. So let's urge our congressmen to eliminate the "pork barrel" rivers and harbors projects, defer such things as the proposed eight-billion-dollar Missouri River Basin farm plan, hold farm and other subsidies to reasonable levels, and effect such other economies in non-defense spending as, according to recognized fiscal authorities, might easily save several billion dollars a year.

The president calls for sacrifices—says the emergency demands that we work harder and put in longer hours. That's a commendable program. But will it apply also to the more than two million civilian employees of the federal government—who now enjoy 49 days (9 4 5 weeks) a year of paid vacations, sick leave and holidays?

New war-time controls have been set up by Congress. Let's be certain that such controls are used only to the extent that the emergency may require, and are removed when the emergency is ended; otherwise the ultimate goal of socialism, nationalization of industry, might be attained.

We face the urgent need of building up our military strength to meet the present grave communistic threat. And should the Korean conflict develop into World War III, it would be necessary that we throw everything we have into the fight.

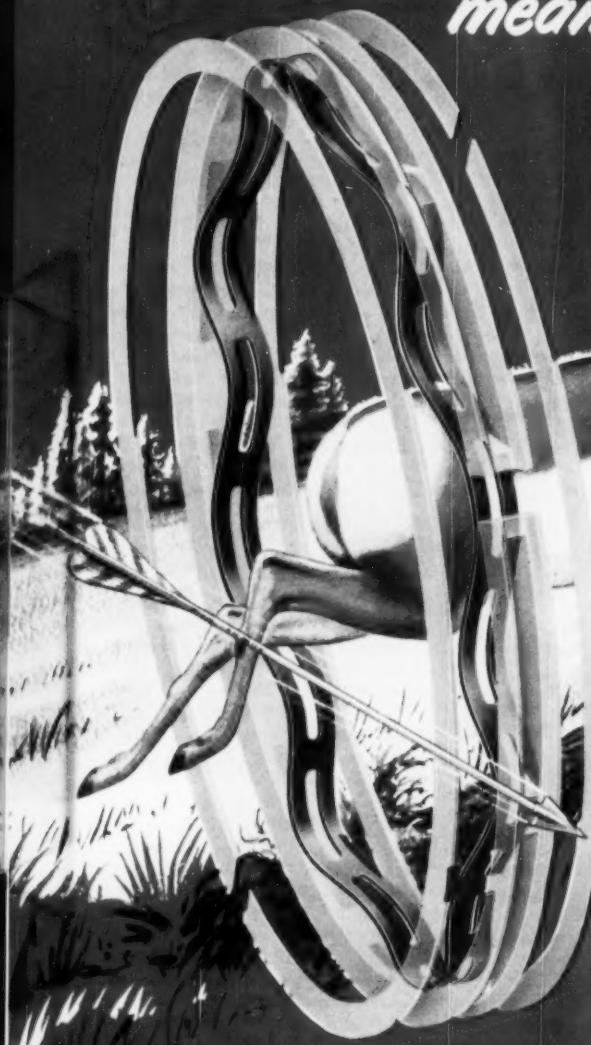
But we must preserve the free-enterprise system which has put us in position to challenge communism today. We must maintain our American way of life if at all possible. We must pass on to our children the heritage of individual freedom and opportunity which we have enjoyed.



We can influence the decision

MORE SPRING

means longer life!



Sealed Power
MD-50 STEEL OIL RING

The only ring with the
**FULL-FLOW
SPRING**

Extra thousands of miles
of economical service

Best for Oil Control even in Badly Tapered and Out-of-Round Bores

SEALED POWER CORPORATION, MUSKEGON, MICHIGAN



Sealed Power Piston Rings

BEST IN NEW CARS

BEST IN OLD CARS



SPOTLIGHTING the NEWS

They're worried. That we found to be true of many South Carolina dealers when they were interviewed during their convention last month. Said many dealers, in effect: "I believe that Harry Truman is really going to throw on the controls in November after the general election is out of the way, with the result that motor-vehicle production will be affected considerably."

The answer given by Big Steel and the automotive industry wasn't anything like this gloomy, however. President Benjamin F. Fairless of U. S. Steel said that by next July civilian consumption of steel might be cut by an eighth. This would hardly cripple the automotive industry, since its leaders are anticipating that the record production in 1949 and thus far in '50 will likely soften the demand below production capacity anyway next year.

One view was expressed by J. W. "Jim" Watson, Nash's eastern sales manager, while in the South appearing at '51-model previews. "In view of the materials on hand," he said, "our management is proceeding as if no Korean situation existed." His factory is planning to turn out 270,000 units from September, 1950, to September, 1951, he said, compared with anticipated production of 203,000 in '50.

The market, he asserted, is there, when you consider that around 12,000,000 cars in the United States are approximately ten years old or older. That's just about a third of the passenger cars in this country.

A plan for aiding service shops to promote better car-care was presented early this month in Chicago at a meeting of a wide assortment of persons interested in the aftermarket. "Care Will Save Your Car." That's the theme which the Automotive Advertisers Council, with powerful backing, has set out to drive home to American car-owners. An elaborate but simple plan for direct mail is included in the program, explained on page 66.



"Lots'a mechanics don't know this little trick of greasing yourself to get at hard-to-reach parts."

A guarantee of 10,000 miles on every one of his clean used cars is being contemplated by a Florida dealer. "Think what it would mean to our prospective used-car buyers if they saw a streamer across our lot proclaiming: 'Every one of these units is unconditionally guaranteed for 10,000 miles,'" he said. "I believe it's only a matter of a short time until the factories begin guaranteeing new cars for perhaps 10,000 miles." Of course, he pointed out, it would be necessary to put a time limit of, say, four or five months on the used units. Estimated production of 7,000,000 new units this year may force other adoptions on used-car lots. His plan may be inaugurated before the end of this year, he said. His company reconditions every unit anyway and where one gives trouble, he has found it the best policy to meet the customer's demands within reason. The cost of the guarantee would therefore be very little additional, according to his study.

The ASIS— the mammoth Automotive Service Industries Show—is going to attract quite a few jobbers for a reason which may not have been originally anticipated when its planners were laying out the details of this exhibition which would extend for seven miles if all booths were placed end to end instead of being in eight rows at Chicago's Navy Pier. "I'm going to Chicago in December to renew

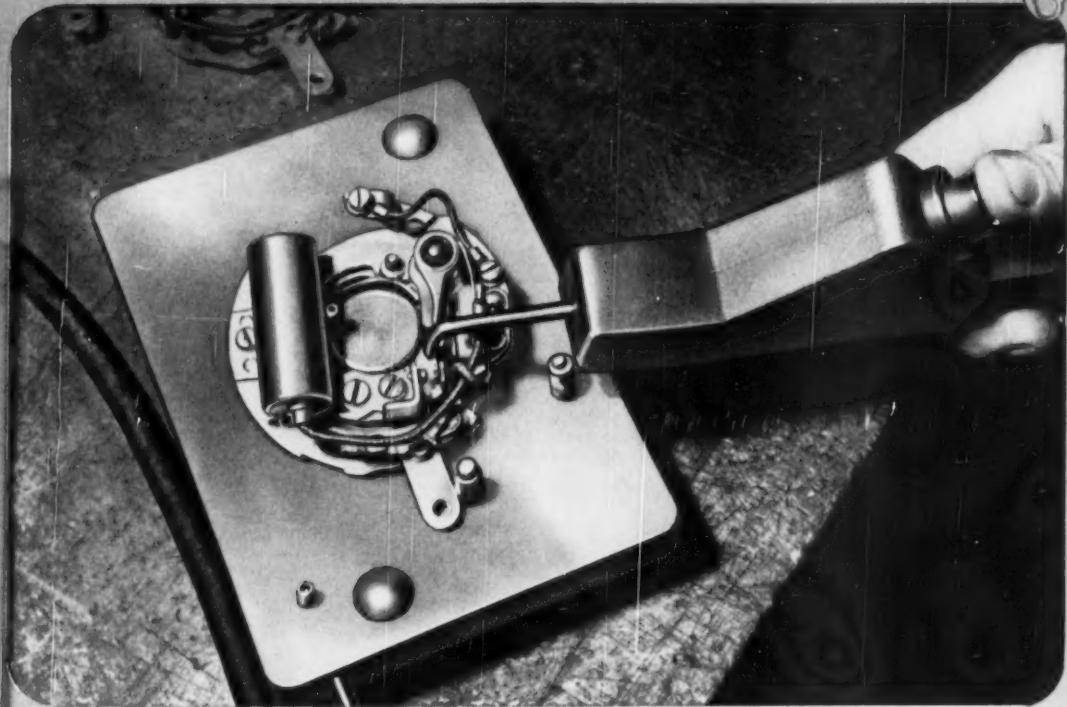
closer contacts with the manufacturers," said one southern jobber. "Already, now that more and more merchandise is on allocation or they're having to back-order a lot of our stuff, such as tail pipes, mufflers and the like, the factory representatives aren't coming around as often as they used to. It's beginning to be like it was during the last war." Several others jobbers reported this same situation.

Manpower headaches are going to increase and there's not much to be done about it, according to dealers, garagemen and jobbers approached in an informal study last month. One dealer, all smiles, said he had just rounded up three men above 50 years of age who looked like they might be the answer to his shop needs.

Tested Quality

HELPS YOU

DELIVER AMERICA'S FINEST IGNITION SERVICE



ORIGINAL

AUTO-LITE
SERVICE PARTS

Operator is making high voltage check on breaker plate insulation and condenser to insure freedom from shorts and grounds.

You have a major investment in your established reputation and your regular customers. The simple truth is you cannot protect this investment with workmanship alone, no matter how expert . . . unless it is backed up by parts of

unfailing quality. Proof of the dependability Auto-Lite Original Factory Parts afford expert service men is proved by this fact: more than half of America's car makers specify Auto-Lite. For information, write to

THE ELECTRIC AUTO-LITE CO. • Parts & Service Division • Toledo 1, Ohio
Canadian inquiries should be addressed to Sarnia, Ontario



Auto-Lite Ignition Engineering Assures Dependability



RAW MATERIAL TESTS . . . all materials must measure up to predetermined standards before they are released to production.



ENGINEERED SPECIFICATIONS . . . scientifically developed for every part. Nothing left to chance. High quality assures dependability.



CONTINUING IMPROVEMENTS . . . by the foremost engineers working in one of America's great engineering laboratories.



APPROVAL OF LEADING CAR, TRUCK, AND TRACTOR MAKERS . . . as original equipment, after most searching tests by engineers.



FINISHED PRODUCTS TESTS . . . every component and assembly passes repeated tests, checked constantly with laboratory research.

Money cannot buy better Automotive Electrical Equipment . . .

The key words of customers' requests shown on the service salesman's form (right) enable the mechanic to do a quicker and more satisfactory job and expedite paper detail in writing final orders and in bookkeeping.

A Service Salesman's "Discussion" Form Is

Speeding Shop Sales Routine

Authority For Repairs	PAUL BROTHERS, Inc. 2020 Wisconsin Ave. N. W. Washington, D. C.	
Owner Mr. John Jones	Address Sequoia Park Rd Aley Va.	Phone No. When Received 8-9-50
Phone No. Offic 6 2621	Phone No. Residence 6 6780	License No. 926-255 PA
Purchased —	Billing 26270 Val Fields Va	Body Type 40A
INSTRUCTIONS		
<p>Lube - Look for gear fitting by front Wash - Clean long gun, front hood and front fenders $\frac{1}{2}$ of the day. any broken - Check for release and let me know what I'm doing </p>		

RECORD OF MATERIAL USED			
Part	Part No.	Description	Date
1		beating gear tray	9-6
1			15
PAUL BROTHERS, INC. Automobile Parts 100 W. Main Street Lexington, Ky.			
RECEIPT NO. 11 N			
DATE RECEIVED 9-6-58			
NAME: Mr. John Jones 1200 Lark Road Arlington, Va.			
CITY: Wright			
TELEGRAM ADDRESS:			
REPAIR ORDER INSTRUCTIONS			
<input type="checkbox"/> Lubricate <input type="checkbox"/> Change Oil <input type="checkbox"/> Fluid Trans. <input type="checkbox"/> Fluid Diff. <input type="checkbox"/> Other <input checked="" type="checkbox"/> Align rear brakes <input type="checkbox"/> Sove laying heat <input type="checkbox"/> Replace body bolts & hardware			
3 do			
1 do			
1 do			
2 do			

By HURLEY RIVES

**Service Manager, Paul Brothers, Inc.
(Oldsmobile) Washington, D. C.**

BREAKING down a car owner's vague complaints to the exact location of the trouble has always taken a great deal of skill and knowledge on the part of the service salesman—and lots of luck. At least, in our shop this is true and we suspect it is in most shops.

most shops.

For years we have tried to improve on the poor system of service salesmen — that of making hasty decisions in the rushed and crowded service lane as they fill out repair orders with instructions to the mechanics. There never was enough space on the repair order even when most of the instructions were erased to make room for the repairs that were finally done.

All of this was before the boss

came back from his doctor's office one day a few years ago.

"Doctors do it all the time. Why can't we?" he observed as he recounted the doctor's procedure in drawing from his file the case history of his patient. The ensuing interview in which the doctor had all the answers—all from notes made at previous calls—impressed the boss and made him glad he had a doctor who took such a personal interest in him.

Now we build a "case history" of our "patients." We use a preliminary discussion and work sheet which we call the "white sheet." It works this way: Each Paul Brothers' service salesman greets his service customer with a white discussion sheet in hand on which all discussion between

customer and service salesman is jotted down.

This is no lengthy, rambling dialogue but rather a sharp precise record of key words that cover the customer's story as well as the salesman's suggestions and recommendations — just as the doctor handles his patient.

The white sheet with the detailed behavior of the car goes from the service salesman to the shop foreman. The foreman and mechanic use the detailed information to make repairs on the car. As a result the service salesman's report can stay intact when all the work is checked off as completed.

The white sheet goes to the billing clerk along with copies of the necessary parts requisitioned from the stockroom. The billing clerk transfers the actual work done and the charges, along with the parts and cost, to the regular repair order which we make out in triplicate. This provides a copy for the office, a copy for the customer and a copy for the shop to which the white sheet and parts-requisition slips are stapled. A neat, legible repair order is the result.

There are no erasures and no necessity for corrections. The customer's copy is clean and legible. The office copy is handled more

This comparison of the "white sheet" with the final repair order shows how the Paul Brothers system can help to assure complete attention to all the customer's wishes and prevent misunderstandings between customer and shop about the nature of troubles. The form saves 20 per cent of the service salesmen's time, Rivers estimates.

easily by the bookkeeper because it is more legible.

The white sheet is filed along with the shop copy of the repair order and becomes the chief reference on comebacks or complaints. And reasonably so, for it furnishes the background of *why* the work was done.

Any service salesman may safely handle some customer other than his own by referring to the white sheet.

"I don't know how we ever got along without the preliminary discussion and work sheet," says our general manager, H. O. Howard. "It saves the service salesman about 20 per cent of a day's time spent previously in the shop explaining this and that to the mechanics. Furthermore, our bills are more readily accepted by our customers because the charges can be picked off the white sheet in the same sequence they appear on his copy."

Sheet Includes Suggestions

The white sheet often includes a needed recommendation that a customer sometimes passes up. For example, a service salesman may suggest brake adjustment or reline which the customer shrugs off. He notes it on the white sheet as customer's rejection. A few weeks later when something has gone wrong and the customer returns for brake adjustment or relining, the service salesman can safely recall for him that it was advised on a previous visit.

Under tune-up at Paul Brothers, the service salesman goes into detailed questioning on the car's operation and notes customer's answers. For these answers furnish the mechanic with his chief clues to a loose or defective part. A general tune-up can often overlook a peculiar condition. A car returned for repair right after a check-up does not help build customer confidence.

Squeaks and rattles! Probably more time and money is lost on locating squeaks and rattles than any other operation in the shop. The full use of the white sheet makes it possible to describe in detail how to locate such nuisances.

And last! I would never think of talking to a customer about an adjustment on his bill or an over-charge without the file of white sheets on his car in front of me. The answers to all his questions are there nearly every time.

Looking for Repeat Business?

Try This on Your Customers

Maybe this will help offset any indications of lagging volume in your repair shop.

THIS is written to show that anyone in selling can learn something useful from any successful salesman, whether the successful man sells buttons or buckets.

It is written because, about two years ago, I happened to find the suit of clothes I was looking for, in a store I had never before patronized. I bought the suit.

There was nothing about the transaction that especially focused my attention upon the salesman. He was pleasant. He knew his business. That was about all there was to it and as I left the store I could not have called his name. It wasn't unusual, anyhow. Just Brown.

It was at least a year, perhaps longer, before I entered that department of that store again. I hadn't seen Brown, but I hadn't completely forgotten him because, chances are, he had sent me one of his postal cards. So, merely out of courtesy, I asked for him.

Remember, he hadn't laid eyes on me for more than a year. But when his name was called he came across the busy floor smiling and without any hesitation or any stalling he called me correctly by name, using the "mister" first, just once, and then he had me by my first name. And from then on I was his meat.

I could feel myself glowing inside. Sunlight turned brighter by some degrees and the world looked better in all its aspects. In a sort of daze I began trying on suits, speculating all the while on what it was about me that had made such a lasting impression on Brown, the clothing salesman. He had seen me just once, and a year later he called me by name.



By Baron Creager
Southwestern Editor

I must be more distinguished-looking than I had realized.

There was shock connected with the experience, too, such as, "Damn! Why can't I remember names like he does?" And then there was the shock—a refreshing shock—of finding that kind of a salesman. One so thoroughly a salesman that he took pains to remember a chance customer who might never come back. There isn't much of that. How quickly are you recognized and remembered by a salesman, even if you bought an automobile?

Then I found myself comparing this clothing salesman with the great many salesmen I had observed in other fields. And I found myself comparing him with the various salespeople in establishments where I regularly spend money, but am not called by name because they never bother to find out my name. I began wondering, if this experience had such an electrifying effect upon me, couldn't it have the same effect on the customers of any salesman determined enough to be similarly outstanding like Brown.

Later on the thought occurred to me repeatedly that something should be written about Brown. But he was always so busy selling suits that he never had time to talk, until recently I caught him in a flat spot and found out why (if I didn't already know) he is so busy selling suits.

Lloyd Brown uses a card system of his own design. His files contain a card for every man who

buys clothes from him regularly. Regularly means anyone who buys as often as once a year. Every purchase is recorded as to date, size and model and every now and then Lloyd sends out a card.

And how many names do you think are in that filing system? Just seven thousand names! Seven thousand people buy clothes regularly from Brown. But he has to admit that he can call the name on sight of only about 30 per cent of them. That's 2,100 men he knows on sight and he manages to add to the list regularly.

"Yes," admits Lloyd, "I've studied at it. I took a course in salesmanship in the university. And twice I took the Dale Carnegie course.

"But it doesn't do any good to take courses unless you work at remembering names. I could invent a system of my own that would be just as good. It isn't the system that counts. It's how much you want to be able to remember names and whether or not you see the importance of remembering names in connection with selling.

"And I find it easier to remember odd names than simple names. Koblitzler, for example, would be an easy one. But Brown," he grinned, "is a tough one, like Smith or Jones. But I could do better if I had more time to work at it. As it is, I have a family, with church, Boy Scout and Lions club work making demands on

(Continued on page 126)

An At-Cost Program Aimed at Helping Shops to Sell Service

A PROGRAM aimed at helping service shops to increase their volume by a comprehensive, at-cost advertising program was revealed Oct. 10 at a meeting of scores of representatives of the automotive aftermarket conducted by the Automotive Advertisers Council in Chicago.

One unusual phase of this program will permit shop operators to check off, on a list supplied by the council, names of car owners to whom they would like a portion or all of the series of direct-mail material to be sent. The list will even indicate the year and make of car presently operated by the car owner. Mailings can be bought, at cost, by indicating any number in hundreds, of names. The arrangement will call for the shop operator to spend very little time himself on the program, since this particular phase will require only that he check off the names to be used and enclose a check for the costs.

The program is built around the theme "Care Will Save Your Car" which is featured in a trademarked slogan and symbol designed to be publicized throughout the industry by progressive service shops from coast to coast, by jobbers, manufacturers and by trade and consumer magazines. An important unit in the program is a plan book and descriptive catalog entitled "This Means Business for All Automotive and Repair Establishments," which contains complete information about the business-building program and the advertising material available to automotive retailers.

The entire program is contained in a compact advertising kit which includes the plan booklet with illustrations and descriptions of direct-mail pieces, mailing cards, newspaper ads, sample radio scripts, decal, order form, etc., and suggestions for their effective use. This advertising kit can be procured only through the 1,300 U. S. and Canadian jobbers who are enrolled in the "Get It from

Care Will Save Your Car" program, announced by Automotive Advertisers Council in October, 1951.

The entire program is a non-profit cooperative advertising and sales promotion campaign which has been designed specifically to promote business through the normal manufacturer - jobber-re-

tailer-vehicle owner channel of distribution. Cost of the program to the jobber's customers, including all the advertising and promotion material, has been kept deliberately low so the program will be within the reach of the large majority of automotive retailers.

(Continued on page 110)

Display posters, newspaper ads, mailing cards, radio spots, a decal of the "Care Will Save Your Car" and colorful posters for displaying in the shop—plus a simple but comprehensive plan for direct mail to customers—are included in the big program announced this month.

"CARE WILL SAVE YOUR CAR" PROMOTIONAL MATERIAL

ADVERTISING KIT CONTAINS



- A. DEALER BOOKLET WITH PROGRAM PLANS AND DESCRIPTIONS OF CAMPAIGN MATERIAL ...
- B. SAMPLE RADIO SPOTS
- C. DEALER ENROLLMENT AND ORDER FORM

POINT-OF-SALE DISPLAY POSTERS



NEWSPAPER ADS



MAILING CARDS



RADIO SPOTS



How's the Outlook on Car Delivery?

WHEN will southern dealers have passenger cars on the floor for immediate delivery to prospective buyers? A big question mark would reflect the opinions given by many dealers themselves.

A survey of 750 readers last month by SOUTHERN AUTOMOTIVE JOURNAL showed that some franchised dealers can give delivery now and, on the other extreme, one Chrysler-Plymouth dealer in Oklahoma said he would not be able to give immediate delivery in the foreseeable future. A Chevrolet dealer in the Washington, D. C., trading area and a Ford dealer in Florida indicated it would be two years before they could offer such delivery.

Assuming that the international conflict doesn't break out of Korea, here are the times the dealers replying to the survey thought they would have cars on the floor for immediate delivery:

Now	12%
September	3%
October	4%
November	12%
December	10%
January	12%
February	11%
Spring, 1951	10%
Summer, 1951	4%
Fall, 1951	5%
Other dates	4%
Don't know	13%

Although in many cases the dealers indicating dates far in the future were those handling lower-priced cars, there were no clear-cut relationships between price and probable date of delivery. There were no definite indications that geographical location affected probable delivery dates.

There were other factors that might well throw this unsettled delivery outlook into greater uncertainty. The chief one is steel—of which the automotive industry as a whole uses more than one fifth of the nation's supply. Benjamin F. Fairless, president of U. S. Steel, said that by next July civilian consumption might be cut by an eighth. This might not cut too deeply into automotive production, especially in view of the record 1949 and 1950 production which, some dealers feel, may soften demand.

On the other hand, many dealers and other automotive people in the South have expressed the belief that as soon as the general

election is over President Truman may clamp tight controls on civilian production and spending.

In answer to other queries about the new-car situation, 26 per cent of the dealers reported that demand for new cars had dropped off greatly by the early part of September. A total of 48 per cent said that demand had dropped off slightly and about 25 per cent said that demand was still heavy.

Twenty-one per cent said that many customers wanted to delay delivery until they could get 1951 models, while 75 per cent said only a few wanted to wait. The "Big Three" are expected to begin unveiling new models by next month and wind up in January.

There were fewer automobile salesmen last month than in the days before the Korean War. A total of 22 per cent of the dealers said their sales forces were smaller, with 77 per cent reporting forces of the same size. In some cases dealers pointed out that the reduction was temporary and they hoped to build the forces up to former size soon.

Typical survey replies, arranged alphabetically by states, follow:

ALABAMA

James Callahan, Callahan Motor Co. (Ford), Alexander City—

THE QUESTIONS ASKED

1. Assuming that the international situation doesn't break beyond its Korean confines, when do you expect to have passenger cars—not station wagons or convertibles—on your floor for immediate delivery to any prospective buyer?

2. To what extent have you noticed the new-car demand slowing down within the last two weeks from the July and early August rush:

Off greatly... Off slightly... Still heavy...

3. To what extent have you observed prospective buyers wanting to delay delivery until they can get 1951 models:

Many prefer to wait... Few want to wait...

4. How does your new- and used-car sales force compare in size today with its pre-Korean War size:

More salesmen... Fewer salesmen...
Same number...

How are dealers in your state finding the new-car sales and inventory situation? Presented here is a comprehensive survey of their thinking.

We expect to be able to give immediate delivery after January 1. Demand has dropped off slightly. Only a few prospective buyers want to wait for 1951 models. We have the same number of salesmen.

Francis J. Gary, Walker Motor Co. (Nash), Tuscaloosa—We expect to give immediate delivery in three weeks. Demand has dropped off greatly and many buyers prefer to wait for 1951 models. We have the same number of salesmen.

Pylant Brothers Motor Co. (Chrysler-Plymouth), Cullman—Immediate delivery after January 1. Demand off slightly. Few want to wait. Same number salesmen.

H. T. Shoemaker, Abbeville Motor Co. (Ford), Abbeville—Immediate delivery in six months. Demand still heavy. Few want to wait. Same number salesmen.

Herbert C. Morgan, Calhoun Motor Co. (De Soto-Plymouth), Anniston—Immediate delivery in three to five months. Demand off slightly. Few want to wait. Fewer salesmen.

G. W. Cox, Cox Motor Co. (Chevrolet), Boaz—Immediate delivery next spring. Demand off slightly. Few want to wait. Same number salesmen.

Lincoln-Mercury dealer—Based on reduced allocations, we had to reduce our sales organization. However, we feel that this is only a temporary situation and that it won't take long to rebuild our slightly-reduced sales force to the necessary strength.

Chrysler-Plymouth dealer—We have one less salesman because one was called into the Air Force. We do not have as many people calling daily for new cars but still receive calls 'most every day. Should international situation clear up completely, we believe we would have the toughest selling job we have ever had.

ARKANSAS

H. A. Cole, Cole-Orsburn Motor Co. (Kaiser-Frazer), Fort Smith—Date of immediate delivery is unknown but possibly high-

er-priced units in very near future. If we have any price increases or price control, both of which seem likely, we expect to be selling cars in the very near future. Although we don't expect to be able to acquire a large stock, we feel we will possibly have a small stock at all times, especially in the higher bracket.

George Malicot, M & R Motor Co. (De Soto-Plymouth), Fort Smith—Production has again caught up with demand. Prices are too high. Look at earnings of all the "Big Three." If the Korean affair had not happened, it is my opinion prices would have declined. Finance terms are too long and too loose and should be universally curtailed. Immediate delivery now. Demand off greatly. Few want to wait. Same number salesmen.

Bob Ford Motor Co. (De Soto-Plymouth), Batesville—No immediate delivery in next six months. Demand still heavy. Few want to wait. Same number salesmen.

T. E. Tappan, Jr., president, Tappan Motor Sales (Studebaker), Helena—I have not been able to supply my demand since middle of March on cars and since July on trucks. I have been out of cars, new and used, for the past three weeks so would not know whether demand has dropped off in last two weeks. Seems to be other makes sitting around town. Demand for prewars at a reasonable price has held up. We have same number salesmen.

Robert Reynolds, Reynolds Sales & Service (Studebaker), Warren—Demand still heavy. Few want to wait. Same number salesmen.

Ford dealer—If the Korean situation cleared up today and we discontinued rearming, we would at once be out selling cars. However, the arming program could keep cars in demand for some time.

DELAWARE

Russell W. Whitby, Bolan Motors, Inc. (Ford), Dover—Immediate delivery in six months. De-

mand heavy. Few want to wait. Same number salesmen.

WASHINGTON, D. C.

Frank Small, Jr., Frank Small Jr., Inc. (Ford)—Immediate delivery Nov. 15. Demand off slightly. Forty per cent want to wait for new model. Same number salesmen.

FLORIDA

P. L. Roach, president, Sun Motors, Inc. (Studebaker), St. Petersburg—Delivery situation too indefinite to tell. Demand off slightly. Few want to wait. Fewer salesmen.

I. C. Starling, sales manager, Turnipseed Motor Co. (Chevrolet), Ocala—Panic demand of July and early August has subsided considerably. Present demand is still strong, however, and is healthier too because in most cases it is supported by genuine need or desire and not just panic to get a new car because of war scare. At present rate of supply, we will not have popular models on floor for immediate delivery this year.

E. M. Cornette, Hembry County Motors, Inc. (Ford-Mercury), Clewiston—We do not think that we will be in position to make immediate delivery of a new car within the next two years at least. Regardless of the outcome of the Korean War, the United States will be engaged in all-out preparedness program for a long time to come. The automobile industry will feel the pinch on account of steel allocation and other materials needed in the war effort. Demand off slightly. Many prefer to wait. Same number salesmen.

W. B. Lowe, Bill Lowe Motors (Dodge - Plymouth), Bartow—Most deals made over average monthly sales prior to Korea have been "anticipation sales"—deliveries to customers three to four months ahead of their pre-Korea plans to buy. This is agricultural section, very conservative, with minimum of scare buying across

(Continued on page 144)

Would Your Shop Pass This Test?

Suppose a customer tested your shop's honesty and capability with "planted" trouble. Would it make a high score?

SOME customers expect to be taken for everything they are worth each time they enter a garage or service department of a dealership.

In spite of the advances in testing equipment and mechanical training, in spite of the industry's efforts to raise service standards, in spite of the return of the buyers' market in automotive maintenance and repair — there are still a few shops that are gyping the customer, either through lack of ability or through real dishonesty.

Recently there was an article on such practices in a Sunday magazine section distributed by many newspapers across the country. It was this article which gave Master Auto Service in Houston, Texas, a chance to stand the "customer test" and pass it with a perfect score.

Not long ago a school teacher drove into Master Auto Service. She was a regular customer. She said that all of a sudden her car had gone haywire. It jerked, sputtered and had no pick-up. What was the trouble?

Eddie Davis, owner and operator, drove the car into a stall. In a few minutes he returned and said with a knowing smile, "Some of your pupils must have played a joke on you. A couple of wires were pulled off the plugs. But you couldn't have driven far; your plugs weren't the least bit fouled up."

There were no charges and the teacher drove away.

A couple of weeks later she returned to have some work done and confessed her trick. She had pulled the spark-plug wires loose herself.

After reading the newspaper

article on gyp practices of some garages and mechanics, she had decided to do a little investigating on her own.

Her simple trick caused garages around town to try to sell her everything from a motor tune-up to a complete motor overhaul.

Perhaps some shops had tried to take advantage of her lack of mechanical knowledge. In others a careless or an untrained mechanic simply didn't spot the trouble and probably believed that a larger job really was needed.

This is just one example, of course, but it helps to explain the fact that Davis is turning out a greater number of jobs than ever before. His dollar volume has not shrunk appreciably since the lush days immediately after the war.

The same thing could be said of many other garages and service departments throughout the South—shops that give honest, intelligent and careful attention to every customer. But just a few slip-ups by the owner, manager or one of the mechanics could change the picture in any of these shops.

Honesty, intelligent diagnosis and attention to each job are things that many shops take for granted. But the newspapers which published the article on garage practices didn't take them for granted. The Houston teacher didn't take them for granted.

What would have happened if she had visited your shop?

Customers who visit the attractive garage are sure to be pleased with the careful and intelligent treatment they receive. This shop passed the "customer

test" with flying colors. Owner Eddie Davis (at right) sends drivers out with a smile and no feeling that they've been oversold by this Texas establishment.





'51 Nash Features New Carburetor

WATERPROOFING the ignition system, increased steering ratio and a new type of carburetor on the Statesman are three of the mechanical changes in the 1951 Nash models introduced last month. The models included re-styled Statesman and Ambassador series.

A Neoprene cap for each spark plug which is an integral part of the insulation on the high-tension wiring and extends part way down on the porcelain insulator combines with Vinylite nipples on the distributor and at the coil to protect the system against moisture. This also provides greater protection against dust and dirt, especially when driving on gravel roads that have been treated with calcium chloride, Nash engineers said.

The carburetor on the Statesman continues the Uniflo-Jet principle but includes a number of changes. The float-bowl vent leads to a tube ending at the center of the main barrel, just above the choke valve. The vent position keeps bowl cleaner and compensates for changes in air-fuel ratio resulting from changing re-

striction in the air cleaner, the engineers said.

The accelerator pump features a diaphragm arrangement rather than a plunger pump. Fast-idle mechanism is situated in the

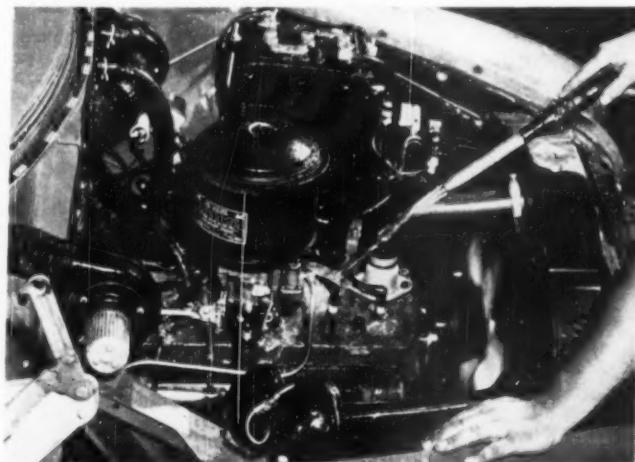
choke housing, rather than at the throttle shaft. With the pump arrangement, operated partly by vacuum, a somewhat leaner mixture becomes possible for steady-speed driving.

A fuel pump with quieter operation and greater durability is being used on cars equipped with the Hydra-Matic and over-drive. Hydra-Matic is optional on both Ambassador and Statesman series.

The Statesman has a different type of starter drive. The starter stays in engagement on intermittent firing during cold starts.

Steering-gear ratio on both Am-
(Continued on page 115)

Waterproofing the ignition system is designed to keep the engine running even when a full stream of water is directed against it.





Giving Them More Than Service

Why are customers and wholesalers so impressed with this Texas operation? Here are a few of "Pop's" practices.

TWENTY-FIVE hundred truck and transport drivers have formed the habit of filling their tanks at Carson's, San Marcos, Texas, on the heavily-traveled, north and south U. S. Highway 81, because they have been made welcome in many ways by C. V. "Pop" Carson and his crews.

Carson knows 85 per cent of those drivers personally and they keep coming back through the years because no driver has ever been denied anything — a cash loan, credit, a place to sleep or even bond money in case of a brush with the law.

That circumstance in itself is almost entirely responsible for the fact that 85 per cent of Carson's volume comes from U. S. Highway 81 and that volume runs from 63,000 to 65,000 gallons a month, which is more than three-fourths of a million gallons of gasoline and diesel fuel annually.

Some individuals who sell merchandise to Carson have been so thoroughly impressed by the popularity of this highway stop that they circulated a report that Carson operates the world's biggest service station, by volume. Carson says it isn't true.

By Baron Creager
Southwestern Editor

"But I sincerely believe this is the biggest-volume station in Texas," he concedes.

"My supplier tells me that we do more gasoline business than any other station handling that product in Texas. Competitive suppliers have told me our volume is bigger than that of any station they know of in the state.

"So maybe we are the biggest in Texas, which is something, for Texas is pretty big and supports a lot of big stations."

How does "Pop" Carson get this regular business from so many drivers? Well, there are geographical reasons, for one thing. San Marcos is 322 miles from Brownsville, in the depth of the Rio Grande valley and 300 miles from Denison, at the Oklahoma line to the north, so San Marcos is a logical stop for drivers traveling in either direction. But geographical reasons are secondary.

"I'm a little late getting down this morning," Carson apologized, "but I was up until 3 o'clock.

"A driver I've known for a



C. V. "Pop" Carson (left) is shown talking over volume with his manager, Art La Croix.

good many years stopped in and we got to talking. He recently discovered that he has a pernicious ailment. Things look somewhat dark for him and it was obvious he needed someone to talk to. So we just sat up and visited.

"That illustrates the personal interest I have in the fellows who stop here. Not just for their business. If my interest wasn't genuine they would spot the fact.

"You know something? These truck and transport drivers make up one of the most solid groups that I know of in the society of this country. And by staying right here in San Marcos I can keep myself accurately informed on conditions all over the country through conversation with drivers. They get around. They are smart. They observe what is happening and they know.

"They are the best drivers on the road. Therefore, they have character. That's why I've been attracted to them and have taken a personal interest in their welfare ever since I first opened for business."

That was in May of 1935, when Carson had one pump and one
(Continued on page 124)

Here's Why He Had to Raise Flat Rate

"Are you thinking of raising your labor-rate charge?" an independent garageman was asked last month.

He reached for the forms shown on this page and figured they would tell why he planned to go from his old rate of \$2.50 an hour to \$3 on October 1.

"Our profit for this past July

OPERATING STATEMENT		
	Covering period from 4/1/50 to 7/31/50	
	Month of July	Year to date
TOTAL SALES		
Purchases	3638.70	27968.82
Inventory, beginning of period	4431.60	30336.56
	2000.00	27436.00
Inventory, end of period	4431.60	33666.56
Cost of Sales	3000.00	30680.00
GROSS PROFIT	1431.60	3294.56
	7206.60	27968.82
EXPENSES		
Advertising	250.00	254.68
Bank Charges	1.00	4.82
Delivery Expense		
Depreciation		
Equipment Maintenance		
Freight and Express	50.00	16.20
General Repairs		
Boat Lights and Water		
Insurance	11.56	117.65
Interest	61.20	218.36
Legal and Auditing Expense	6.17	775.86
Linen Service		
Membership, Dues and Publications		
Miscellaneous Expense		
Office Expense		
Rent	25.00	307.80
Salaries		
Shop Expense	1909.32	9822.10
Sales Work	102.56	1130.72
Supplies	171.55	2181.75
Taxes and Licenses	71.52	371.87
Telephone and Telegraph	71.55	197.44
Travel and Entertainment	17.56	64.82
TOTAL EXPENSES	2069.03	11310.79
OPERATING PROFIT	137.65	3796.82
ADDITIONS AND DEDUCTIONS		
Discount Received		
Discount Allowed		
NET PROFIT OR LOSS	137.65	600.00
		400.00

BALANCE SHEET		
ASSETS		Liabilities
CASH		
Cash on Hand	202.52	
Cash in Bank	12.33	
Postage Cash		
Total Cash	214.85	
RECEIVABLES		
Acrements Receivable	392.71	
Total Receivables	192.71	
INVENTORIES		
Total Inventories	3000.00	
PREPAID EXPENSES		
Gasoline		
Taxes		
Total Prepaid Expenses		
FIXED ASSETS		
Furniture and Fixtures	379.56	
Equipment	9347.56	
Real Land	12905.77	
Vehicles		
Lessorship and Investments		
Total Fixed Assets	23107.86	
Deposits on Accounts		
TOTAL ASSETS	32295.32	
TOTAL LIABILITIES AND NET WORTH	32295.32	

amounted to \$137.65, as you can see on this statement furnished by an accountant who gets up these figures for me," said the garageman—a man who has been in the automotive repair business more than 40 years and is regarded as an intelligent operator by jobbers in his community.

"Somehow, it seems that the grocery store and the other places where my mechanics and I spend our money want to charge us more and more. It looked like we'd either have to raise our charges or stop eating!"

"Our seven mechanics work 45 hours a week, or 315 hours. Fifty cents an hour would then amount to \$157.50. For a four-week month, this would come to \$630.

"You can see, then, that if we had been using \$3-an-hour flat rate, July would have wound up with at least \$630 plus the \$137.65."

If a new rate is to be inaugurated, said this garageman, now is the time for it, since many customers—including the large fleets he serves—are finding their other costs higher and therefore would presumably not be too surprised to learn that garagemen's expenses are also having to be offset by turning to higher charges for labor at this time.

Safety Car Brings Shop Benefits

Good-will and increased shop work without heavy expense—that's the car's achievement.

By C. Thomas

A SAFETY car, furnished to the city of Joplin, Mo., without any cost or any strings attached, is paying off in good-will and in dollars and cents for John Graue, De Soto-Plymouth dealer.

Graue paints the car white in his own shop and turns it over to the city to be equipped with two-way radio and first-aid equipment. In about a year, Graue lends the city a new model and takes the old one back.

The first safety car was put on the streets in 1948. The Lions Club proposed giving one to the city, but they were without funds. Graue's son, associated with him in the dealership, suggested that the firm offer the city a car for

the purpose of safety promotion.

"Of course," said Graue, "I agreed to do so. If I could be instrumental or indirectly responsible for saving one child's life, I was for it 100 per cent. That was the purpose behind the city's having a safety car for patrol duty."

But the city has also found other uses for the car. It responds to emergency calls, if for no other reason than to escort and clear the path for ambulances. If the fire chief is unable to lead the fire-fighting equipment, the safety car takes over. At fires its public address system is used to warn sightseers to keep out of danger and out of the firemen's way while they are working.

The mayor of Joplin looks over the latest safety car as Graue watches, but he won't get to use it. A traffic officer guides the car on its missions.

"We are continually receiving cards of thanks from families expressing their gratitude for the use of the car to escort a funeral," Graue said.

"Wherever there is anything going on, the safety car with our name on it is there. It's more than a traveling billboard for us. Our name is not only put before the public but it is presented in such a manner that the public is made conscious of the fact that we are interested in their city and in their lives and property."

A typical example of the safety car's relation to shop work is easy to find. The car is manned by a traffic officer who rushes to the scene of all wrecks, often clearing the way for the ambulance.

Three cars were involved in a recent wreck on the outskirts of the city. After the ambulance had taken the injured to the hospital, the driver of the safety car had the duty of clearing the highway. Turning to the three drivers, he asked each whom he wanted to call to haul his car in.

One by one they pointed to Graue's name on the safety car and said, "Call him!"

The first safety car, a 1948, was turned in with 15,000 miles on it.

"All this car needed before being sold," said Graue, "was a paint job, valve job and a new clutch. The car was sold immediately at a good price. The buyer was well aware of its former use. It is still in use by this owner and in like-new condition."

The 1949 model had a little
(Continued on page 110)

Here are two reasons for continuing the plan: Graue's young son, who with the other children is safer from accidents, and former safety cars in the background, now operated by satisfied owners.





NEWS BRIEFS of the

Southern States Top Registrations

SEVERAL southern states led the way in increases in 1950 motor-vehicle registrations, according to preliminary estimates last month by the Bureau of Public Roads, U. S. Department of Commerce.

Louisiana was at the top with an anticipated increase of 14.5 per cent, followed by New Mexico, North Carolina and Texas, each with more than a 12 per cent increase. California, New York, Pennsylvania and Texas topped the states in the estimated total number of registrations.

Registrations Set Records

Registrations for this country this year will exceed all previous records, the agency reported. Reports from state authorities indicated that 48,484,000 automobiles, trucks and buses will be registered by the end of the year. This represents an increase of 8.5 per cent over the 44,670,588 vehicles registered in 1949.

Truck and bus registrations are expected to reach 8,744,000 this year compared with 8,236,914 recorded in 1949, an increase of 6.5 per cent. Automobile registrations again this year show the greatest increase, however, jumping nine per cent to a total of 39,710,000.

An increase in both commercial and private vehicles is expected in every state and the District of Columbia.

Motor-vehicle registrations have increased from 468,500 in 1910 to 9,239,161 in 1920, 26,531,999 in 1930, 32,035,424 in 1940 and will approach 48,500,000 this year.

Motor-vehicle travel in 1949 broke all records, exceeding the previous year's high by seven per cent and the prewar peak by 27 per cent. Figures showed a total

of 216.3 billion vehicle-miles of travel on roads in rural areas.

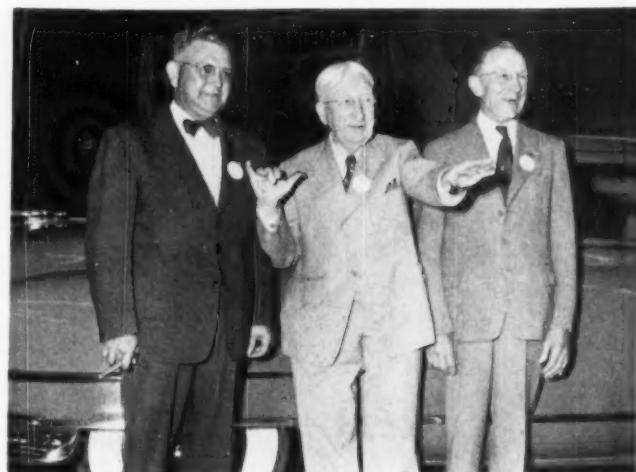
Seventy-four per cent of all travel on rural roads occurred on the 345,000 miles of main state highways. The remaining 26 per cent was spread over the 2,670,000 miles of secondary and local rural roads. Of the 159 billion vehicle-miles of travel on main state highways, 78 per cent was by passenger cars, one per cent by buses and 21 per cent by trucks.

Ton-mileage hauled by trucks and truck-combinations increased seven per cent over 1948 and 52 per cent over 1941, the prewar high. The average load carried increased 2.50 per cent to ap-

proximately 10,250 pounds — 40 per cent heavier than in 1941 and 76 per cent heavier than in 1936. Travel by truck-combinations is increasing much more rapidly than travel by single-unit trucks. Truck-combination vehicle-mileage was ten per cent higher last year than in 1948 and 244 per cent higher than in 1936. In comparison, travel by single-unit trucks was five per cent higher than in 1948 and 92 per cent greater than in 1936, the estimates showed.

Loads imposed on highways in excess of state limits by trucks and combinations decreased slightly in all except the Pacific and Mountain regions, it was stated.

These men represent the oldest Nash dealership in the South but it's obvious their thoughts are on a lively future rather than the past. Officials of Knoxville Motor Co., Knoxville, Tenn., which has been associated with Nash and its predecessor, Jeffery Motor Car Co., for 38 years are (l. to r.): Roy A. Cruze, president; John Duples, vice-president, and Otto Kohlhaze, secretary-treasurer. All three have been with Knoxville Motor Co. since the firm's founding in 1912.



AUTOMOTIVE INDUSTRY



J. R. Davis Retires From Ford Sales

J. R. DAVIS has resigned as vice-president of sales and advertising for Ford Motor Co. He will continue to serve as vice-president and as a member of the executive committee, as well as handling special assignments on a part-time basis. He resigned from sales activities on the advice of his physicians.

Davis joined the company in 1919 and in 1924 was made assistant general sales manager. In 1937 he was appointed general sales manager. He was made a vice-president in 1946. He is well-known in the South, where in recent years he has addressed the Tennessee and Virginia dealers' conventions.

Walker A. Williams, Ford Division sales manager, was named to succeed Davis. He joined Ford in 1925 and at one time was assistant manager of the Kansas City, Mo., district.

Spencer Succeeds Vincent As Packard Official

COL. J. G. Vincent has retired as executive vice-president of Packard Motor Car Co. and LeRoy Spencer Packard distributor in California, has been named to succeed him.

Vincent, whose retirement becomes effective Jan. 1, 1951, has been with the company 38 years, starting as chief engineer in 1912. He was appointed vice-president in charge of engineering in 1915 and executive vice-president in 1949. He is a former president of the Society of Automotive Engineers.

Used-Car Dealers Meet In Dallas Nov. 8-11

THE 1950 convention of the National Used Car Dealers Association will be held in Dallas, Texas, at the Baker Hotel on Nov. 8-11 with the Dallas Used Car



East side or west side, the new home of Anniston Motor Co., Inc., Dodge-Plymouth dealership at Anniston, Ala., looks plenty good. The separate truck department can be seen in the top photo and the used-car lot and part of the service department in the lower photo. In moving to the building at 9th and Wilmer Ave., the firm left a site it had occupied for 34 years to enlarge its space for parking and services. J. E. "Buddy" Pearce and J. B. Johnson head the dealership.



Dealers Association as hosts.

The theme of the meeting is "Forward on Facts." Speakers will include Arthur C. Horrocks, counsel of the public relations department of the Goodyear Tire and Rubber Co.; J. Emory Clark, sales counselor, Dallas; William J. Cheyney, executive director of the Retail Credit Institute of America, and several others to be announced later.

Entertainment will include a banquet, "chuck-wagon" dinner and cowboy entertainment. A special program has been arranged for the ladies.

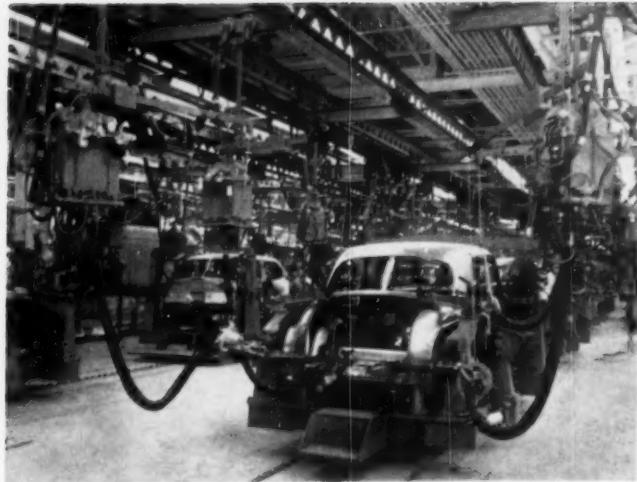
An equipment exhibit will be another feature. A clinic session with question-and-answer period

has also been scheduled.

More than 2,000 are expected to attend, according to Walter Wilson, chairman of the convention committee. Martin D. McCollum is president.

Chessher Packard Opens

Chessher Packard Co., Inc., with offices at 314 South Flores St., is now the Packard dealership in San Antonio, Texas. The franchise formerly was operated by Gene Meador. O. E. Chessher, owner of the Chessher Motor Co., Beaumont, is president and N. J. Campbell, formerly owner of Packard Port Arthur, is vice-president of the company.



This section of the welding department of De Soto's expanded body-building operation at Dearborn, Mich., gives some idea of the huge, modernly-equipped set-up that will have a capacity of 60 bodies an hour. The welding department contains 540 welding machines, one of which is said to produce 198 welds in 17 seconds. The plant contains 1,100,000 square feet of floor space and will employ 5,000 workers.

JANUARY	APRIL	AUGUST	DECEMBER									
S	M	T	W	T	F	S	S	M	T	W	F	S
1	2	3	4	5	6	7	8	9	10	11	12	13
14	15	16	17	18	19	20	21	22	23	24	25	26
27	28	29	30	31								

Looking Ahead

Oct. 15-16—Annual convention of New Mexico Auto Dealers Association, Carlsbad, N. M.

Oct. 16-17—Annual convention of Georgia Automobile Dealers Association, General Oglethorpe Hotel, Savannah, Ga.

Oct. 15-17—Annual convention of Tennessee Automotive Association, Peabody Hotel, Memphis, Tenn.

Oct. 20-21 — Annual meeting of Automotive Wholesalers of Texas, Adolphus Hotel, Dallas, Texas.

Oct. 22-23—Fall meeting of the Automotive Wholesalers Association of Alabama, Montgomery.

Oct. 22-24—Annual convention of Florida Automobile Dealers Association, Palm Beach Biltmore Hotel, Palm Beach, Florida.

Oct. 22-24—Annual convention of Mississippi Automobile Dealers Association, Buena Vista Hotel, Biloxi.

Nov. 8-12—Annual convention of National Used Car Dealers Association, Baker Hotel, Dal-

las, Texas.

Nov. 13-15—Annual convention of Automotive Trade Association of Virginia, John Marshall Hotel, Richmond.

Nov. 15-16—Annual convention of Oklahoma Automobile Dealers Association, Tulsa Hotel, Tulsa.

Dec. 1-2—Annual convention of National Standard Parts Asso-

ciation, Hotel Sherman, Chicago.

Dec. 1-2—Annual convention of Motor and Equipment Wholesalers Association, Stevens Hotel, Chicago.

Dec. 4-8—Automotive Service Industries Show, Navy Pier, Chicago.

Dec. 8-9—Annual convention of Kansas Motor Car Dealers Association, Wichita.

Jan. 7-10—Annual convention of National Automobile Dealers Association, Miami, Fla.

Feb. 5-8—National Automotive Accessories Manufacturers of America Exposition, Grand Central Palace, New York City.

April 26-29—Ninth annual Southwest Automotive Show, Municipal Auditorium, Oklahoma City, Okla.

May 7-9—Annual convention of Automotive Engine Rebuilders Association, Hotel Sherman, Chicago, Ill.

May 17-20—Southeast Automotive Show, Birmingham, Ala.

Buick Breaks Record

Buick broke all production records on Sept. 20 when the 398,483rd car built since Jan. 1, 1950, rolled off the line. The previous record was 398,482 cars built in 1949. Output by the end of 1950 is expected to be more than 500,000, according to Ivan L. Wiles, general manager.

The score is 25 years and 25 Chevrolets for Frank Hill (left) of Vivian, La., a United States mail carrier. He is shown taking delivery of the 25th car from Earl G. Williamson, Jr., of Williamson Motors, Inc., which has sold Hill all of the 25 automobiles.



Schlecht of St. Louis Keeps Them Rolling

Joseph L. Schlecht, manager of the Greater St. Louis Automotive Association, believes in keeping his members rolling with laughter as well as passing out tips for keeping their businesses rolling. Here's one of his latest:

"Last time I was in Chicago, I visited a certain club. As soon as I walked into the room, they got down on their knees. What a tribute! What a gesture! What an honor! What a crap game!"

N. C. Old Timers Elect Thomas

THE North Carolina State Council of Automobile Old Timers was organized last month at a meeting in Charlotte.

G. C. Thomas, president and treasurer of Thomas Cadillac-Oldsmobile, Inc., Charlotte, was named president. O. L. Arnold of Biltmore was elected vice-president and Coleman W. Roberts of Charlotte, president of the Carolina Motor Club, was named secretary-treasurer. Members must have been associated with the automotive industry for 25 years.

These officials of Nash Motors were in a huddle inspecting a printed program for the Dallas, Texas, zone dealers last month at which the '51 models were shown. They are (l. to r.): L. T. Kouns, Detroit, western sales manager; H. S. Baker, zone manager, and R. R. Compston, St. Louis, midwest regional manager. The meeting was held in Will Rogers Memorial Coliseum in Fort Worth.



Post-Election Fears Don't Stop 'Womanless Wedding'

SOUTH Carolina dealers didn't let their privately-expressed fears that President Truman would take steps toward curtailing new-car production in November interfere with their rollicking enjoyment of a "woman-

situation, dealer after dealer said in private conversations, although factory executives have been proclaiming that the production of motor vehicles is not expected to be curtailed drastically the remainder of this year or even in 1951, barring unforeseen developments.

The "wedding" was the climax of many telephone calls over a period of weeks to the office of Executive Secretary Ella W. Ford of the South Carolina Automobile Dealers Association, as each of the participants went over the minute details of attire more befitting a real wedding than the knotty legs and well-muscled arms which peeped not so beautifully from underneath.

George Stout, Charleston Chevrolet dealer, won the loudest applause for his professional-like portrayal of the ring-bearer, despite the fact that his 200-pounds-plus made him appear slightly uncomfortable in the traditional abbreviated attire of the true ring-bearer.

Cochrane Catches Up

J. A. "Red" Cochrane, Chevrolet-Oldsmobile dealer of Chester, got a bit behind once in simulating the melodious singing which was actually emanating from a concealed record-player. But he quickly opened his mouth to catch up with the ghost singer.

Cochrane was elevated from vice-president to president of the association; Curran Bridges, Packard dealer of Greenville, was named vice-president, and R. C. Pulliam, Sr., Ford dealer of Columbia, was made secretary-treasurer.

Directors elected included: Frank Collins of Georgetown, Paul Taylor of Beaufort, J. R. Suggs of Loris, Ed Redfern of Pageland, J. W. Pickens of Orangeburg, Dave Hayes of Newberry, Ford Thackston of Greenville and Judson Minyard of Anderson.

Entertainment included the traditional style show, beauty pageant and dance in the Marine Patio of the Ocean Forest Hotel at Myrtle Beach. A jeweler dis-

(Continued on page 150)



Southern JOBBERS AND FACTORY MEN

The Situation Is CONFUSING!



By FRANK G. STEWART

President, Standard Automotive Supply Co., Inc., Washington, D. C.

THE situation confronting automotive wholesalers today is confusing, to say the least.

We know we are faced with a manpower problem coupled with a confused condition from a standpoint of procurement brought about by the national situation. Whatever we call it—war, police action or preparedness—sitting here in the nation's capital one might think that we were sitting on top of all the answers and that the fellows in the field, far removed from the center of activity, are at a loss.

I am not too sure that this is the case. It may be that we are too close to the woods to see the trees. During the past couple of months, I have attended a number of meetings but nothing very

conclusive has been accomplished due to the uncertainty as to where and how far we are going. The various agencies of the government have been alerted and primary plans or outlines have now been established. But I can assure you there is a need for a crystal ball and a ouija board to come up with some answers.

One of the first things we shall have to do is to memorize some new initials. The Commerce Department has the NPA; Interior, MEA; the Federal Reserve Board the REC, and then there is the ESA, which is the Economic Stabilization Administration.

In all probability there will be no drastic crackdowns until after the elections. But it is essential that we in the automotive mar-

ket get our facts together, both from the standpoint of manpower and of materials, in order to prevent some crackpot appointee from making a move that would cripple automotive maintenance.

Our first effort has been in connection with the manpower situation. A national committee has been appointed to work on this phase of the problem. This committee consists of H. B. Truslow (president of Richmond, Va., Auto Parts) of the Automotive Engine Rebuilders' Association, Fred Roberts (Phelps-Roberts Corp., Washington, D. C.) of the National Standard Parts Association and myself for MEWA.

Our primary objective is to acquaint the various interested agencies with the facts that bear out the importance of our function in maintaining automotive transportation, including trucks, buses, passenger cars, fire equipment, ambulances, agricultural equipment, materials - handling equipment and many other essential items that are dependent upon the internal combustion engine for power.

There are approximately 134,000 automotive maintenance outlets, including dealers and repair shops, that are either partially or wholly dependent on the service of the automotive wholesaler to keep them functioning.

The picture looms larger and of more importance than it did at the start of World War II, since there are far more motor vehicles and motor - driven equipment, such as trucks, earth-moving equipment, etc., that have to be maintained in part by the automotive wholesaler.

While this is only a portion of our presentation, it is hoped, and

we firmly believe, we can reestablish as grounds for deferment the amendment to the Selective Service Act of 1940, issued as a supplement to Activity and Occupation Bulletin No. 31 which was amended to read:

**Repair Parts Specialist
(all-around)**

This title covers men responsible for distribution of repair parts pursuant to government regulation for a wide variety of makes of equipment who exercise independent judgment, assume responsibility for the renewal, alteration or interchange of parts. It does not include stock clerks responsible for limited lines or parts of equipment.

I shall not attempt to take space in this article to cover the routine now established for deferment, since this has been covered by the press and bulletins issued by the national associations.

There is one thing that all of us should keep in mind and that is we cannot hope for, nor could we conscientiously wish, a blanket deferment of all our employees. Somebody has to fight this war and requests for exemptions can get down to a ridiculous point.

As an example of this, it was brought out at one of the meetings that employees of dancing schools should be labeled essential due to mental uplift of community.

The maximum we can ask for and expect consideration on is to spare our essential countermen and machinists, since they are the only ones whom it would be difficult to replace from the open labor market. It takes years to train this personnel, whereas, such employees as office help, truck drivers, etc., do not require this specialized training.

The materials situation is not

nearly so clear. Controls are starting on basic critical materials. This, of course, hits our suppliers. It will affect the merchandise we handle all the way down the line. It will be up to the industry to prove what share of this critical material will be essential in the maintenance of transportation and allied services.

We have already felt the pinch in items involving steel, copper and rubber.

I think part of the trouble we are experiencing has been due to hoarding on the part of some manufacturers, particularly those manufacturing items that will be ruled out as non-essential. In a recent meeting Mr. McCoy of the Commerce Department informed

al Association of Wholesalers we presented a strong protest on this omission. This went to the president, Secretary of Commerce Sawyer and Symington.

The uncertainty tends to cause distributors to lose their heads and add to the chaos by ordering far more merchandise than they need. (This, incidentally, is promoted by some of our factory sales agents.)

The overstocking of merchandise at this time not only causes an unbalance in the supply picture but also causes supply shortages that will lead to black-market operations. It will also leave the wholesaler with badly-balanced stocks, particularly if the situation should suddenly correct

itself and goods become plentiful, such as happened in sugar, coffee and many other commodities which took the brunt of the first wave of hoarding.

There is another factor that you must not overlook. And that is the recently-enacted law that compels the preservation of records, including costs and selling prices as of September 9, 1950.

There are going to be a lot of people in the industry sick if prices are rolled back and inventories are scanned for hoarding. It is even possible that the government will fix a price lower than your cost on basic materials and force them back into the stockpile.

I know this happened in the case of bronze in our own stocks during the war.

Regardless of what you do, you cannot come up with all the answers at this time. The advice I would give for what it is worth is to study carefully the items in the trade press and your association bulletins, since the picture is changing daily.

Do not lose your head and attempt to outguess the market and the factors that lie ahead.

An Industry Authority Speaks Up!

Frank G. Stewart, one of this country's best known jobbers, took time out from his many duties to prepare this article. He is serving at present on the joint national committee of three on selective service regarding deferments in automotive maintenance. He is also serving on the Wholesale Advisory Committee to Secretary of Commerce Sawyer. He's a director of the Washington Automotive Trade Association, a member of the Joint Operating Committee of the Automotive Service Industries Show, chairman of the Washington section of the Society of Automotive Engineers, past president of Motor and Equipment Wholesalers Association, past president of the Middle Atlantic Automotive Wholesalers Association and was executive officer of code for the wholesale automotive trade during the NRA days.

us that the armed forces' requirements at that time were only 8 per cent of our steel output. With steel production running at close to 100 per cent capacity, this should not in itself cause any drastic shortages. The requirements in recent weeks, however, have undoubtedly been upped considerably.

There are so many factors that enter into this picture that further augment the confusion. For example, this week we find a military man heading up the Defense Department. This may or may not cause less consideration of civilian needs. The Symington Committee was organized without wholesale distribution being represented. Incidentally, at a board meeting of the Nation-



This happy gang gathered recently for the annual picnic of The Voss-Hutton Co., Little Rock, Ark.

President W. F. Barbee reported that entertainment included several sports events and a barbecue dinner.

Southwest Meeting Hears About Employees' Unions

By L. H. Houck

MOST important to all members of the Southwestern Automotive Wholesalers Association at their fall meeting in Kansas City, Sept. 22-23, was the round-table discussion Friday afternoon on the topic of unionism. Ralph Ewalt was the program chairman and Ralph Neal, later elected secretary-treasurer of the organization, was the discussion leader.

The topic was introduced as a result of reports from several members that their employees had formed a union and that apparently the move was headed toward the union organization of all

wholesalers' establishments in the four-state area.

The principal address on the first day was by Evan E. Evans, superintendent of the Winfield, Kan., schools, who had recently returned from a six-week flying trip through European countries to watch ECA at work. His speech concerned his observations and conclusions, which, summed up, made him an enthusiastic booster for the foreign aid program.

Vernon Kleier, Winfield, Kan., president of the organization, was in charge of the convention. Reg Miller, president of the Kansas City Boosters Club, reported for

New officers of the Southwestern Automotive Wholesalers Association are (l. to r.): George Lockridge, Kansas City Auto Supply Co., Kansas City, president; Dean Sauter, Sauter Bros., Clinton, Okla., vice-president; Ralph Neal, Myers Motor Equipment Co., Kansas City, secretary-treasurer; and Allen White, Goddard-White Co., Moberly, Mo., director. Ralph Curby of Curby Auto Supply Co., Ottawa, Kan., who was also elected a director, was not present when the photograph was made during the two-day convention.



Expects ASIS to Draw More Than 20,000

The Automotive Service Industries Show being held Dec 4-8 at Chicago's Navy Pier should attract an attendance in excess of 20,000 due to a liberalized policy of inviting wholesalers who are not members of the sponsoring associations. Chairman B. G. Close of the show's Joint Operating Committee predicted last month.

Wholesalers desiring to attend and who have failed to receive an invitation should apply for credentials to the ASIS, 111 West Jackson Blvd., Chicago 4, Ill.

his organization at one session.

Jack Whitaker, president of the Whitaker Cable Corporation, was host to the members at the dinner. The round-table discussion occupied most of the afternoon session, along with disposal of routine matters. A banquet and dance were held Friday night.

The traditional closed session for members only was held Saturday morning with President Kleier presiding and Grant Wagner, secretary, at his post.

Among some of the topics discussed, it was decided to hold the spring meeting of the organization in Oklahoma City in April.

New officers elected are: George Lockridge, Kansas City Auto Supply Co., Kansas City, president; Dean Sauter, Sauter Bros., Clinton, Okla., vice-president; Ralph Neal, Myers Motor Equipment Co., Kansas City, secretary-treasurer; Allen White, Goddard-White Co., Moberly, Mo., and Ralph Curby, Curby Auto Supply Co., Ottawa, Kan., directors of the Association.

Ferguson Supply Holds Big Lubbock Show

With 30 manufacturers occupying booths and with merchandise on display valued at an estimated \$50,000, the one-jobber show of the Ferguson Auto Supply Co. in Lubbock, Texas, drew an attendance of 600 in the three days it ran—August 24, 25 and 26.

Forty-eight manufacturers' representatives were working the show and 386 individuals with bona fide connections in the aftermarket were registered. But since the show was closed to the public, other non-registered visitors accounted for the figure of 600, according to Fred D. Pinkston, right-hand man of A. L. Ferguson, owner.

Greatest attendance was from the Lubbock area, with registrations of 178, and the actual jobber attendance was 22, some of them coming from as far away as Amarillo, Clovis, N. M., and Oklahoma City. A total of 43 towns was represented in registrations, 39 being in Texas.

Neither Ferguson nor other veteran jobbers in the Southwest could recall any other one-jobber show pitched on the scale of this one in Lubbock and it is believed that its success might encourage others to a similar effort.

However, the Ferguson show was made possible by a combination of circumstances incident to the firm's removal to a new building. When the site that had been occupied over a period of years was emptied of merchandise, its 13,000 square feet was made available for the occasion during the short period before a new tenant took possession.

Pinkston released a list of factories and their men participating as follows:

Timken Roller Bearing, Bob Simons; Electric Auto-Lite, Raymond Reid; Minnesota Mining and Manufacturing, Mal Schroeppel; Manning, Maxwell and Moore, Dick Anderson; Quick Charge, Inc., Frank Brooke, Vance Ottmer; Grizzly Manufacturing, Jay Harris, Charles Laughren; Bear Manufacturing, Eddie Eisenminger.

Weaver Manufacturing, Bill Boyd; Standard Motor Products, Inc., Leo Stark, Joe Van Houghalen; Blackhawk Manufacturing, Guy Cox, Bob Hall; Sunnen Products, Cotton Neathery, W. P.



Top view is of the one-jobber show by Ferguson Auto Supply Co. The display floor in the new home of this Lubbock jobber is also shown.

Best; E. Edelmann Co., Earl Anderson; Black and Decker Manufacturing, E. V. Schaub, Ross Martin.

AC Spark Plug, E. W. Wright, E. A. Walker, Andy Anderson; Perfect Circle, George Vierling, Louis Earthman; Allen Electric & Manufacturing, Jack Strother, Bill Pearce, Chick Evans; Amico Tools, Inc., Sam Brown, Jack Gouldsbury; Kellogg Manufacturing, Fred W. Roberts; E. I. du Pont de Nemours, Joe Larkin; Emerol Manufacturing, Mrs. H. H. Whelan, Red Embry, Bob Talington, Mr. Pierce.

Lyon Metal Products, Inc., L. Z. Horton; General Electric, R. A. Nungesser, Tom Morton; Mall Tool, Bill Hart; DeVilbiss Henry Siemantel; The Anderson Co.

Doyle Vacuum Cleaner, Bob

Shetter; King Quality Products, D. M. Brodie, M. H. Pylant; Maremont Automotive Products, Nub Wilkinson; Gates Rubber, L. H. Clampit; Jack Williams, Joe Shelton; Arvin Industries, G. W. Friese.

Survey Shows Inventory Running About Same

INVENTORY today as compared with its pre-Korean war size varies somewhat from jobber to jobber, but it's running just about unchanged over-all.

That's the conclusion to be gleaned from a survey last month in which this question was asked:

"How does your inventory compare with its pre-Korean war size?"

(Continued on page 158)

SERVICE AND MAINTENANCE



Tune-Up Days Are Here Again

It's fall "tune-up time again." These seasonal tune-ups seem to roll around much faster than they used to. They were the topic of conversation as the boys from automotive row gathered around Charlie's for the "beans" one day last week.

All of the auto rows we have seen have a Charlie's place where the gang gathers to sip coffee along with the lunch the missus made, or to partake of his low-priced wholesome dishes. But, most of all, they gather around to talk shop, and if you want to get the low-down on what's happened on the row for the past 20 years, get Charlie in a talkative mood. My! How he can absorb shop talk—and what a front man he would make with his sales ability had he decided to follow the grime and grease rather than the bacon and eggs!

But back to our original subject: Some of the operators were following their usual method of catching these jobs if and when they came in; the more successful ones were discussing their advertising programs which, if judged from past experience, would bring them in.

It was quite interesting to listen to them outline their plans. Some sent out reminders only; others used special inducements, such as a special bonus or rebate on work done; others offered special prizes. The latter method seemed to get the greatest results. It seems that all of us have an inherent desire to win something without any direct cost; must be that gaming instinct which is a part of our nature. Regardless of the method used, all



Brakes should be in perfect condition, especially for winter driving.

November Issue: Plastic Coatings

Plastic coatings that many shops are using these days to protect the paint and chrome trim on cars are the subject of Technical Editor Lowery's article next month.



By E. M. Lowery
Technical Editor

admitted that the seasonal fall tune-up meant more business for the shop. Even at that, it is not a one-sided deal.

Getting the bus ready for cold weather may relieve the driver of many hours of fuss and bother, and as a result he (or she) will be a better-satisfied customer and boost the product. And whoever heard of anyone losing a sale because someone bragged about the service rendered!

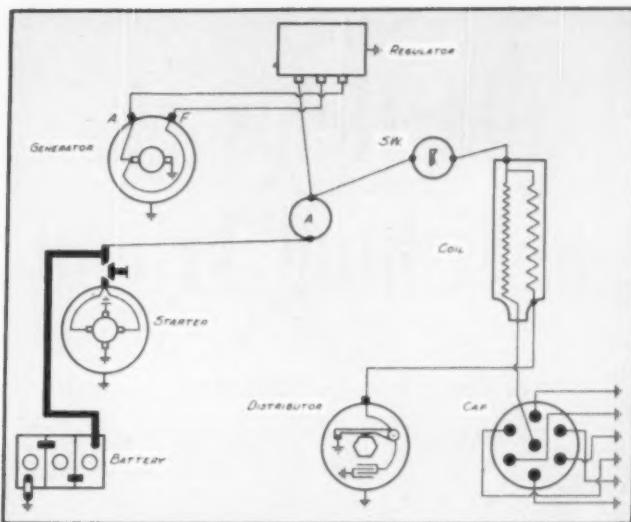
Seasonal tune-ups should be a package deal at a fixed price for the items listed. However, the unit should be inspected from stem to stern; usually this inspection will uncover many additional items that need attention and which will bring additional revenue to the house.

First on the list should be a complete lubrication of all component parts. The examination of all oil and grease retainers, change of transmission and differential lubricant. Change of oil filter and change of oil to suit anticipated temperatures. Too heavy oil has its effect on easy starting in cold weather.

This complete lubrication service can be performed on most cars for \$10 to \$12, including oil, at a nice shop profit.

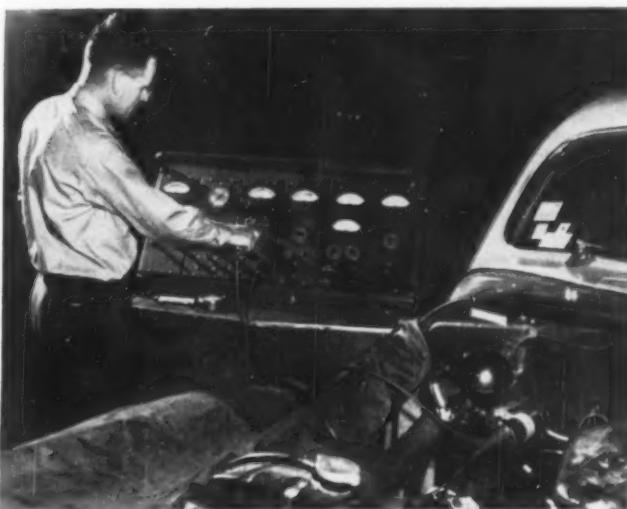
Seasonal time is "choke time"—automatic or otherwise. We usually set them on the lean side in early spring, and they must be reset for winter starting; otherwise you'll have some road calls which may result in a policy charge to the shop.

A major engine tune-up is also a **MUST**. This should include the entire fuel and electrical system—and don't miss a cog, because



The entire electrical system should be within manufacturers' specifications with regard to the charging rate and voltage drop throughout the circuit. The specific gravity of the battery should register fully-charged condition when tested.

Weak coils will cause hard starting, particularly in cold weather.



every unit will have its effect on easy starting.

Particular attention should be paid to the generator and starter circuits, checking each for poor connections which would result in failure to maintain a fully-charged battery, and which would prevent the battery from delivering the required voltage to the starter and the ignition system.

All ignition wires should be inspected for loose connections and defective insulation. If insulation is defective, replace wires. If insulation is okay, but you have a damp climate during the winter months, waterproof the entire ignition system. There have been many tune-up jobs spoiled by excessive moisture on the plugs, coil
(Continued on page 106)

Bill Helps out a Fishing Friend

A carburetor, ailing when the fish are biting, can be one big bother.

By Lynn F. Snoddy

IT WASN'T that Bill was lazy; he was just tired after a year's work tuning motors and listening to the gripes of some of the customers.

That was why, for this one week, he'd gone about as far as he could get from exhaust fumes and the smell of grease and oil to one of those hard-to-reach fishing lakes, miles from anywhere over not-so-good roads.

Everything had been fine but the fishing, he thought as he sat on the camp dock and looked at the two medium-size bass on his stringer. They were all he had to show for his second morning's fishing and yesterday had been no better. The grime was soaking out of his hands and no doubt the exhaust fumes from his lungs. If he could just get a few more fish, he'd have nothing to kick about.

Just then a boat cut its motor and glided in to the dock. Bill half-consciously looked the outfit over, noting the boat belonged to the camp the same as his own, its occupant being a slender, gray-haired man with spectacles. Some of the boys at the shop might have called him "Pop." The motor was not new but looked serviceable. It had sounded good coming up the lake. There were two rods, neither new, and a well-worn, not-too-large tackle box.

What really caught Bill's eye was the string of fish the man lifted from the water. He didn't count 'em but he guessed it was a standard ten-hook stringer with

every hook full and there were a couple that would go three pounds or better.

"Wow!" he exclaimed. "Mister, you must know where to go."

"I do know the lake fairly well," modestly replied the other. "Is this your first trip here?"

"It sure is and I guess I just don't know where to fish," said Bill. "Two keepers this morning and the same yesterday. I guess it will be the same way today."

"There's no doubt part of it is knowing the lake," said the man. "Took me a trip or two to learn much about it and then I wouldn't have gotten far if a fellow who used to fish here hadn't shown me. If you want to trail me down the lake after lunch, I can show you a few good spots."

This is not a fishing story, so it should suffice to say that Bill's new acquaintance, who said his name was Wilson, did show Bill some of his favorite spots. As a consequence Bill came in that night with maybe not a full stringer but enough good fish to make him feel his vacation would not be a failure.

It was during supper that night that Mr. Wilson disclosed his own trouble, and of course it would have to be just what Bill wanted to get away from—car trouble. It seemed that his new friend lived 80 miles or more from this lake. The car had seemed to run all right during the winter and spring, so just before starting on this trip he'd had a lubrication



and oil change, feeling sure that was all it needed. (Should have had a motor tune-up, thought Bill to himself.)

"The trouble showed up directly after I left town and was out on the highway," continued Mr. Wilson. "About 45 to 50 miles an hour it would start to miss—not a steady miss but a jerky sort of one; felt more like the car was hitting gusts of wind, in fact, that's what I thought it was at first, but I checked and what little wind there was seemed to come from behind me. I thought it might get better, but instead of that it became worse, so I decided to see what I could have done about it before I left the highway and started on these roads up here."

Here I go again, thought Bill. Aloud he said, "Sounds like spark-plug trouble to me."

"I think you're right now," replied the other. "As I remember it, those have been in there since last year. But why didn't that fellow tell me I needed plugs? You see, it was Saturday afternoon and there was no place open except a small one right on the highway. That fellow tinkered with the carburetor for an hour and we tried the car out on the highway.

"What he did cured the trouble I was having—but does it use gas now? It starts hard, too, and won't idle at all. If I can just get back home with it, I'll have the whole thing gone over."

"What that fellow did was somehow to make your carburetor a lot richer," said Bill. "That took out most of your plug miss, but it brought on other troubles. We'll have a look at it tomorrow."

Mr. Wilson looked sharply at him. "Young fellow, you speak with a lot of authority. I forgot to ask what business you were in."

Bill told him about working in a tune-up department in Smithville. "Boy, I think you were sent up here for just such fellows as me!" the other exclaimed. "If you can fix that car so I can get home on less than two tanks of gas, I'll show you every hot spot in the lake."

There was no doubt next morning that the older man was trying to live up to his part of the bargain. Bill came in with his limit of bass.

A Mechanic's Joy

The Wilson car was such a vehicle as Bill would have expected such a man to drive. A six-cylinder job, just a step above the three lowest-priced and four or five years old. It had that well-cared-for look any mechanic likes to see.

Bill lifted the hood and gave the engine the once over. Just as he'd thought, a lot of time must have gone by since it'd had a good tune-up. What a peach of a job he could do on it if he only had it in his stall back at the shop!

Closer scrutiny told him that, just as he'd guessed, the carburetor had been tampered with. He'd handled enough of that type to know the connecting link should not be bent at that angle. So that was how the mixture had been riched up, bending the link to lift the metering rod almost out of the hole. No doubt whoever did that never saw a specification sheet. He'd bet everything on it had been upset—from anti-perk to lockout.

"First we'll have a look at those plugs," Bill said. "Then somehow I'll straighten out that carburetor. It won't be easy and a lot of it'll be guess work, but I can put it in better shape than it is."

The plugs were no better than he'd expected—electrodes burned, porcelains blistered. Bill mentally condemned that fellow on the highway who'd fouled up the carburetor when it would have been so easy to sell a new set of plugs. There was nothing he could do now but regap them.



Workbench, plenty of tools and everything else—that's the way it would have been if he had been back at the shop instead of fixing the carb out at a camp just to help out a fishing friend. All that was passing through Bill's mind at the moment.

"This may help a little," he said, "but you'd better get a new set the first place you can."

With the plugs back in their holes, Bill removed the carburetor from the manifold. It was badly gummed on the outside. He just hoped there was no water corrosion inside. It would have made a sweet job at the shop where he could have given it a good cleaning, used a few parts and consulted his sheet of specifications. Here he'd have to depend on memory and his general knowledge of carburetion.

Using a rough board covered with paper for a workbench, he disassembled the principal parts, but was careful not to remove the intake needle or the main nozzle. He didn't know how badly the needle was worn. Turning it to a new seat might cause it to leak. Same way with the main nozzle; lacking a new gasket he'd better leave it in place.

He held the float and cover assembly at eye level and inspected it. The float was in a horizontal position and he knew that wasn't right. On all of this type the float, to get the correct level, must be in a slightly-cocked posi-

tion; that is, the outer end of the float would be a little higher than the lip or hinged end.

Bill thought a moment. There were two different carburetors used on this model. On one the float level was $\frac{1}{2}$ inch; on the other, $\frac{3}{8}$ inch. Both measured, as he well knew, "from machined surface of small projection to top of float seam." He had no way of checking carburetors to tell which model this was. Also, his float-level gauges were a long way from here. Why not, he thought, use a $7/16$ bolt and set the level between the two settings? It would be too high for one, too low for the other, but it would at least get Mr. Wilson home.

Another thing he could do was assemble float and cover to the bowl, carefully fill it with the fuel pump until the float valve cut off, then tip the carburetor slightly one way and the other. If the fuel showed at the tip of the main nozzle the level would be as right as he could make it. However, he hoped it wouldn't come to that. He wanted to fix Mr. Wilson as well as he could and then go back down the lake with him to see about the fish.

He made sure the idle system was clean, then assembled cover to bowl, leaving off the air horn until he could somehow set the metering rod. With the No. 102 gauge he knew it required that would have been easy, but he'd have to get by without it.

He bent the throttle connecting rod into some sort of recognizable shape, then assembled it to the two arms. Removing the fast idle cam allowed him to hold the throttle closed while he inspected the height of the metering rod. It looked better than when he'd first seen it. He looked at the lip of the anti-percolating valve. Apparently it was one thing which had not been bent out of shape.

Suppose he left the anti-perk as it was and bent the throttle connecting rod to get an approximate anti-perk setting! Wouldn't that set the metering rod as well as the pump stroke? It would, provided the anti-perk had been right before the job was tampered with. Again, it was a chance he'd have to take.

He gave the link another slight bend and assembled it to the arms. Holding the throttle closed he could see a little daylight between the pump arm and the anti-perk valve lip which was as close as he could come to what he knew was the tolerance of .005 to .015 inch at that point. It would have to do for the time being.

Yep, another fishin' story. But maybe this same thing has happened to you.

The accelerating pump link had evidently been operating in the middle stroke, so that's where he connected it. He could change it later if necessary.

Next he assembled the air horn to the bowl and venturi, replacing the fast idle cam and connecting the linkage. There was no use trying to set the fast idle. The curb idle setting should take care of it; if not, oh, well, there wasn't much he could do out here.

He set the choke on the index mark, observing that it closed lightly at the present temperature. It couldn't be far wrong.

Replacing the low speed adjusting screw, he opened it one and one half turn; that should be okay until the engine warmed up.

The carburetor was now ready to replace on the manifold, but Bill wanted one more check, even though he feared it would not prove out. At the factory school he'd attended the instructors had always checked the "lockout" on a completed job, claiming that if all the other settings had been properly made the choke and throttle should lock wide open and stay that way.

Bill found this method proved out, too, though it would be a

miracle if the lockout was right on this shade-tree job. Just the same, he tried it and it almost checked—so closely that he felt confident he had helped Mr. Wilson. At least the car could get home on somewhere near the normal amount of gas.

He'd almost forgotten the "un-loader" check, as it was called, but that was easy to make. Quickly throwing the throttle wide open he observed that the choke valve was simultaneously thrown about a third of the way open. He didn't know the exact measurement, but enough to unload a cold choked engine.

With the carburetor again on the manifold, the engine started in about ten seconds, which Bill thought showed nothing wrong with the fuel pump. The fast idle seemed about right; maybe a little fast, but that was okay. A couple of minutes, warm up and it came down to curb idle just fine. Bill moved the low speed adjustment until the engine smoothed out and idled as it should.

"I think your timing is slightly late," he said. "I'd like to advance it a little; then we'll take a run down the road."

"You're my doctor," was the answer. "Go ahead."

They couldn't get up to highway cruising speed on those roads, but the car performed well in other respects. Bill told him that was the best he could do; they'd have to risk it.

The two men fished together that afternoon and for the next two days. Bill learned not only some more of the other's favorite spots but a lot of other things he hadn't known about bass fishing which paid off in more and better fish for him. He had to leave after that, feeling he needed a day around the house before going back to work.

A week or so later there came a long letter from Mr. Wilson. Among other things it said, "I bought a set of plugs soon as I reached the highway; the car never ran better in its life and the gas consumption was about normal. If you could do that well up here in the woods, I'm wondering what you could do in your shop. Next summer we'll go after the big ones."

"If you insist on leaving tools on customers' cars when they drive out, don't complain when you need a ball and peen hammer."



**This month brings
America's automobile dealers
the well-deserved honor of
special recognition**



*Sound automobile dealerships
contribute notably to our American way of life*

*Studebaker joins with the
rest of the nation in saluting all the upstanding men
who are making the business of selling
and servicing automobiles so outstanding*

STUDEBAKER
PIONEER AND PACESETTER IN MOToring PROGRESS

SERIAL No.—On plate attached to left front door hinge pillar post.

SHOCK ABSORBERS—Direct acting type. Cannot be serviced; replacement necessary.

REAR SPRINGS—(Metal Covered) Lubricate with GG every 10,000 miles. Oil clamp (Covered) Spray with MO each time engine is stopped.

AIR CLEANERS—Oil bath SAE 40 or 50 above -32° SAE 20 below -32°. Oil Filter Cap, MO; crankcase greases. See General Instructions.

TRANSMISSION—(With Overdrive) Capacity 10 qt. or 16 Individual drain plugs and filter plugs. (Conventional and With Overdrive) When considering high temperatures

are encountered, use SAE 90GL. Regular or seasonal draining is not recommended.

DIFFERENTIAL—When consistently low temperatures are encountered, use SAE 80HP. Regular or seasonal draining is not recommended.

UNIVERSAL JOINTS (Ball and Trunnion)—See General Instructions. Disassemble and repeat 2 joints, center and rear, on conventional transmission equipped; 2 joints, center and rear, on Hydra-Matic equipped with UJ every 20,000 miles.

REAR WHEEL BEARINGS—Using low pressure gun inject 1/2 pt. lubricant. Retighten plug. Keep vent hole at top of bearing housing open.

VACUUMATIC WINDOW LIFT MECHANISM (Manhattan)

ten. Hand-Top)—Every 10,000 miles, remove screw and fiber washer in drive motor upper bearing and apply several drops of SAE 10.

HYDRO-ELECTRIC MECHANISM (Manhattan Convertible) Capacity 10 qt. every 10,000 miles. Add HB if necessary. See General Instructions.

CRANKCASE—Use SW Motor Oil in areas where, for extended periods, temperature is below -10°.

POINTS REQUIRING NO LUBRICATION—

Starter Fan, Water Pump, Clutch Release Bearing, Universal Joint Spindle, Propeller Shaft Center Bearing, Spring Shackle, Shock Absorber Mounting Bushings, Front Sway Eliminator Mounting Bushings.

MODEL	(A) CRANKCASE			(B) HYDRA-MATIC DRIVE			(C) CONV. TRANS.			(D) DIFFERENTIAL			Cooling System Capacity	Gas Tank Capacity		
	Capacity	Over +80°	Lowest Expected Atmospheric Temp. +32°	+10°	-10°	Capacity	Above +32°	Below +32°	Capacity	Above +32°	Below +32°	Capacity	Above +32°	Below +32°		
All	Or. SAE 5	SAE 20W	SAE 20W	SAE 20W	▲10W	Or. SAE 11	AF	AF	Pr. or Lb. *2½	SAE *80GL	SAE *80GL	Pr. or Lb. 3	SAE *90HP	SAE *90HP	Or. *13½	Gal. 21
					▲ See Note				* See Note				* See Note		* See Note	* 14½ with heater

Lower Control Arm, Inner CL 1

Upper Control Arm, Inner CL 1
(Reached from under hood)

Upper Control Arm, Outer CL 1

Lower Control Arm, Outer CL 1

King Pin CL 1

Front Wheel Bearings WB 10

Tie Rod, Outer CL 1

Drag Link CL 1

Tie Rod, Inner CL 1

FILTER CAUTION
If equipped with filter, discuss need of replacement with car dealer. If filter has drain plug, drain sediment at oil change and add 1 qt. of oil. If filter has no drain plug, add 1 qt. of oil and check oil level. Add oil if needed.

Gear Shift Bell Crank Support Shaft CL 1

Clutch Release Shaft CL 1
(Conv. Transmission equipped)
(Lubricate sparingly)

Pedal Shaft CL 1

Hydra-Matic Drive (See Table B)
(Check level every 1,000 miles)
Conv. Transmission (See Table C)
With Overdrive (See Note)

Universal Joint (See Note)
(Cross type; Hydra-Matic only)

Differential (See Table D) HP

TIRES

Size	Inflation Pressures
Front	Rear
7.10-15	*24 *24

* Use tire pressure indicated. Use 24 lb. front, 30 lb. rear.

Rear Wheel Bearings WH 10

SPECIAL SERVICES

Battery—Check condition and add distilled water
Body and Hood—See Body Lubrication Chart

Brakes—Suggest professional inspection

Lights—Check all bulbs

Owner's Lubrication Record—Change mileage

Report Condition of These Items to Owner—Tires, Valve Stem Caps

Fan Belt, Battery Cables, Wiper Blades, etc.

For General Instructions for detailed information on principal units and lubrication service under extreme temperature conditions

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LUBRICATION DIAGRAM FOR 1951 FRAZER



The Hirsig organization is made up of a total of 43 men and women trained and experienced in the automotive industry — prepared to render a complete automotive sales service in the South.

33 Hirsig men, located in 17 cities through the South, help jobbers deliver the best possible service to automotive dealers on HIRSIG lines.

Behind this selling organization is a capable and efficient staff located in the Hirsig headquarters office in Jacksonville.



LAWRENCE M. HIRSIG & CO.

Manufacturers Direct Representatives

201
Hildebrandt Bldg.

Jacksonville 2, Florida

Telephone
5-6152

CURRENT PASSENGER-CAR SPECIFICATIONS

Engine and Equipment

ENGINE

MAKE AND MODEL	Std. Wheelbase	No. Cylinders and Valve Arrangement	Bore and Stroke	H. P.	Max. Rated H. P. at R. P. M.	Camshaft Drive	Main Bearings	RINGS		OIL Crankcase (qts.)	Air Cleaner	Oil Filter	Vibra. Damper	Carburetor
								No. and Size Comp.	No. and Size Oil					
BUICK 40 Special	121 $\frac{1}{2}$	8J	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	30.63	115@3600	LB	5	2-.0937	1-.1875 6 $\frac{1}{2}$	AC	Y	Y	St-Ca	
BUICK 50 Super (except Model 52)	121 $\frac{1}{2}$	8J	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	32.51	124@3600	LB	5	2-.0937	1-.1875 6 $\frac{1}{2}$	AC	Y	Y	St-Ca	
BUICK Model 52	125 $\frac{1}{2}$	8J	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	32.51	124@3600	LB	5	2-.0937	1-.1875 6 $\frac{1}{2}$	AC	Y	Y	St-Ca	
BUICK 70 Roadmaster (except Model 72)	126 $\frac{1}{2}$	8J	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	37.81	152@3600	LB	5	2-.0937	1-.1875 8	AC	Y	Y	St-Ca	
BUICK Model 72	130 $\frac{1}{2}$	8J	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	37.81	152@3600	LB	5	2-.0937	1-.1875 8	AC	Y	Y	St-Ca	
CADILLAC 61	122	8J	3 $\frac{1}{2}$ x 3 $\frac{1}{2}$	46.5	160@3800	LB	5	2-.0781	1-.1875 5	AC	N	Y	Ca	
CADILLAC 62	126	8J	3 $\frac{1}{2}$ x 3 $\frac{1}{2}$	46.5	160@3800	LB	5	2-.0781	1-.1875 5	AC	N	Y	Ca	
CADILLAC 60	130	8J	3 $\frac{1}{2}$ x 3 $\frac{1}{2}$	46.5	160@3800	LB	5	2-.0781	1-.1875 5	AC	N	Y	Ca	
CADILLAC 75	146 $\frac{1}{2}$	8J	3 $\frac{1}{2}$ x 3 $\frac{1}{2}$	46.5	160@3800	LB	5	2-.0781	1-.1875 5	AC	N	Y	Ca	
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	115	6J	3 $\frac{1}{2}$ x 3 $\frac{1}{2}$	29.4	92@3400	G	4	2-.1237	1-.1863 5	AC	N ¹	Y	RP	
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	115	6J	3 $\frac{1}{2}$ x 3 $\frac{1}{2}$	30.4	105@3600	G	4	1-.1237 1-.0932	1-.1863 5	AC	N ¹	Y	RP	
CHRYSLER Royal & Windsor	125 $\frac{1}{2}$	6I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	28.96	116@3600	Ch	4	2-.0937	2-.1562 5	b	Y	Y	Ca	
CHRYSLER Saratoga & N. Y.	131 $\frac{1}{2}$	8I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	33.8	136@3200	Ch	5	2-.0937	2-.1562 6	AC	Y	Y	Ca	
CHRYSLER Crown Imperial	145 $\frac{1}{2}$	8I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	33.8	135@3200	Ch	5	2-.0937	2-.1562 6	AC	Y	Y	Ca	
CROSLEY Model CD	90	4J	2 $\frac{1}{2}$ x 2 $\frac{1}{2}$	10	26.5@5400	G	5	2-.0625	2-.155 2	AC	Y	N	T	
DE SOTO 8-14 DeLx. & Custom	126 $\frac{1}{2}$	9I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	28.36	112@3600	Ch	4	2-.0937	2-.1562 5	b	Y	Y	Ca	
DODGE Coronet & Meadowlark	128 $\frac{1}{2}$	6I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	25.35	108@3600	Ch	4	2-.0937	2-.1562 5	b	Y	Y	St	
DODGE Wayfarer	115	6I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	25.35	103@3600	Ch	4	2-.0937	2-.1562 5	b	Y	Y	St	
FORD & Custom 8 Cyl.	114	8I	3 $\frac{1}{2}$ x 3 $\frac{1}{2}$	32.5	100@3600	G	3	2-.093	2-.186 5	Y	N ¹	Y	Own Ho	
FORD & Custom 6 Cyl.	114	6I	3.3 x 4.4	26.1	98@3300	G	4	2-.093	2-.186 5	Y	Y	Y	Own Ho	
FRAZER Std. & Man.	123 $\frac{1}{2}$	6I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	26.3	115@3650	K	4	2-.0925	2-.1550 5 $\frac{1}{2}$	AC	Y	Y	Ca	
HUDSON Pacemaker	119	6I	3 $\frac{1}{2}$ x 3 $\frac{1}{2}$	30.4	112@4000	Ch	4	2-.078	2-.1875 7	AC	N	Y	Ca	
HUDSON Super 6	123 $\frac{1}{2}$	6I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	30.4	123@4000	Ch	4	2-.078	2-.1875 7 $\frac{1}{2}$	AC	N	Y	Ca	
HUDSON Super 8	123 $\frac{1}{2}$	8I	3 x 4 $\frac{1}{2}$	28.8	128@4200	G	5	2-.093	2-.1875 8	AC	N	Y	Ca	
KAISER Spec. & Del.	118 $\frac{1}{2}$	6I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	26.3	115@3650	K	4	2-.0925	2-.1550 5 $\frac{1}{2}$	AC	Y	Y	Ca	
LINCOLN Cosmopolitan	126	V8	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	39.2	152@3600	G	3	2-.0933	1-.186 6 $\frac{1}{2}$ **	AC	Y	Y	Ho	
LINCOLN	121	V8	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	39.2	152@3600	G	3	2-.0933	1-.186 6 $\frac{1}{2}$ **	AC	Y	Y	Ho	
MERCURY	118	V8	3 $\frac{1}{2}$ x 4	32.5	110@3600	G	3	2-.0933	2-.186 D	AC	Y	Y	Ho	
NASH Statesman	112	6I	3 $\frac{1}{2}$ x 4	23.44	85@3800	Ch	4	2-.0930	2-.1547 5	AC	N	Y	Ca	
NASH Ambassador	121	6J	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	27.34	115@3400	Ch	7	2-.0930	2-.1547 6	AO	N	Y	Ca	
NASH Rambler	100	6I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	23.44	82@3800	Ch	4	2-.0930	2-.1547 5	AC	N	Y	Ca	
OLDSMOBILE 76	119 $\frac{1}{2}$	6I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	29.9	105@3400	LB	4	2-.0937	2-.1875 5	AC	N	Y	Ca	
OLDSMOBILE 88 & 98	119 $\frac{1}{2}$	8J	3 $\frac{1}{2}$ x 3 $\frac{1}{2}$	45.0	135@3600	LB	5	2-.087	1-.1875 5	AC	N	Y	V	
PACKARD "200"	122	8I	3 $\frac{1}{2}$ x 3 $\frac{1}{2}$	39.2	135@3600	Ch	5	2-.0935	1-.1865 7	AC	N	Y	Ca	
PACKARD "300"	127	8I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	39.2	150@3600	Ch	5	2-.0935	1-.1865 7	AC	Y	Y	Ca	
PACKARD "400"	127	8I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	39.2	155@3600	Ch	9	2-.0935	1-.1865 7	AC	Y	Y	Ca	
PLYMOUTH P-19 DeLuxe	111	6I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	25.35	97@3600	Ch	4	2-.0937	2-.1562 5	f	N	N	Ca	
PLYMOUTH P-20 DeLuxe & Sp. DeLuxe	118 $\frac{1}{2}$	6I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	25.35	97@3600	Ch	4	2-.0937	2-.1562 5	f	Y	N	Ca	
PONTIAC 6	120	6I	3 $\frac{1}{2}$ x 4	30.4	90@3400	M	4	2-.0937	1-.1875 5	AC	N	Y	Ca	
PONTIAC 8	120	8I	3 $\frac{1}{2}$ x 3 $\frac{1}{2}$	36.4	106@3600	M	5	2-.0937	1-.1875 5	AC	N	Y	Ca	
STUDEBAKER Champ 9G	113	6I	3 x 4	21.6	86@4000	G	4	d	1-.1562 5	AC	A	Y	Ca	
STUDEBAKER Cmdr. 17A	120	6I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	26.33	102@3200	G	4	2-.0937	1-.1875 6	AC	Y	Y	St	
STUDEBAKER Land C. 17A	124	6I	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	26.33	102@3200	G	4	2-.0937	1-.1875 6	AO	Y	Y	St	
WILLYS Jeepster & Sta. Wag.	104	4F	3 $\frac{1}{2}$ x 4 $\frac{1}{2}$	15.6	72@4000	G	3	2- $\frac{1}{2}$ "	1- $\frac{1}{2}$ " 4	HH	N ¹	N	Ca-Zn	
WILLYS Jeepster & Sta. Wag.	104	6I	3 $\frac{1}{2}$ x 3 $\frac{1}{2}$	23.4	75@4000	G	4	2- $\frac{1}{2}$ "	1- $\frac{1}{2}$ " 5	AC	N	Y	Ca-Zn	

ABBREVIATIONS

**—6 $\frac{1}{2}$ dry, 6 refill

A—Air cleaner

AC—A.C. Spark Plug

b—A.C. and Industrial Wire Cloth Products

Ca—Carter

Ch—Chain

D—dry, 5 refill

J—Top 2000, 1440, 1360

F—Flat motor

f—A.C. United Specialists and Industrial Wire Cloth Products

G—Gear

HH—Hondaille-Hershey

Ho—Holley

I—Hart motor

J—Overhead valve

K—Link Belt or Morse

LB—Link Belt

M—Morse

N—Optional at extra cost

N—No Rochester Products

RP—Rochester Products

St—Stromberg

T—Tillotson

V—Various

Y—Yes

Zn—Zenith



Want to make More Money?

→ Put this new American Brakeblok Program to work in your shop now!

NO DEAL! NO SPECIAL ORDER!

It sells brake jobs of all kinds — *in only a minute!* Finds extra business for you—*before pulling a wheel!* It's simple! It's easy! It's complete! If you haven't seen it call your NAPA Jobber at once!



American
REG. U. S. PAT. OFF.
Brakeblok
BRAKE LINING

AMERICAN BRAKEBLOK DIVISION
DETROIT 9, MICHIGAN

CURRENT PASSENGER-CAR SPECIFICATIONS

Timing, Battery, Brakes, Etc.

MAKE AND MODEL	IGNITION AND TIMING							Battery	Clutch Facings Brakes						
	Breaker Gap (.0)	Spark Plug Gap (.0)	Tapet Clearance Intake (.0)	Tapet Clearance Exhaust (.0)	Intake Valve Opens b or a TDC	Cam Angle (degrees)	Breaker Point Arm Tension (oz.)		Cap. and Ter. Od.	Cool. System (Qts.) No heater	Make	Thickness	Outside Diameter	Inside Diameter	Type
BUICK 40 Special	15	25	15h	15h	18°b	X	19-23	65-70W	100N 13	L Bb	.125	10	6	H	RW
BUICK 50 Super	15	25	d	d	13°b	X	19-23	65-70W	100N 13	L Bb	.125	10	6	H	RW
BUICK 70 Roadmaster	15	25	d	d	14°b	X	19-23	65-70W	120N 17½	N e n e u s e d	.125	10	6	H	RW
CADILLAC 61	13-18	35	au	au	24°b	31	19-23	65-70	115N 18	L ^x	.137	10½	7	H	RW
CADILLAC 62	13-18	35	au	au	24°b	31	19-23	65-70	115N 18	L ^x	.137	10½	7	H	RW
CADILLAC 60	13-18	35	au	au	24°b	31	19-23	65-70	115N 18	L ^x	.137	10½	7	H	RW
CADILLAC 75	13-18	35	au	au	24°b	31	19-23	65-70	115N 18	L ^x	.137	11	7	H	RW
CHEVROLET Styleline and Fleetline Sp. & DeLuxe	18	35	06h	13h	1°a	34	17-21	70-80W	100N 15	O	.135	9½	6½	H	RW
CHEVROLET Sty. & Fleet. (with Powerglide Drive)	18	35	d	d	16°b	34	17-21	70-80W	100N 16	N o n e u s e d	.125	10	6	H	RW
CHRYSLER Royal & Windsor	20	35	06h	10h	12°b	34-38	17-20	EW	120P 17	Bb	.125	9½	6	H	Ps
CHRYSLER Saratoga & N. Y.	18	35	06h	10h	12°b	27-30	17-20	EW	135P 21	Bb	.125	10	6	H	Ps
CHRYSLER Crown Imperial	18	35	06h	10h	12°b	27-30	17-20	EW	135P 21	Bb	.125	10	6	K	Ps
CROSLEY Model CD	20	25	04	06	5°b	46	17-20	No	90P 4	O	.125	6	4	G	AW
DeSOTO S-14 DeLx. & Custom	20	35	06h	10h	12°b	34-38	17-20	EW	114P 17	Bb	.125	9½	6½	H	Ps
DODGE Cor., Mead. & Way.	20	35	06h	10h	8°b	34-38	17-20	EW	105P 15	Bb	.125	9½	6	H	Ps
FORD & Custom 8 Cyl.	14-16	28-32	13-15	17-19	5°b	35	17-20	65-70	90P 22	L	.125	9½	6	H	RW
FORD & Custom 6 Cyl.	24-26	28-32	9-11	13-15	11°b	35-38	17-20	65-70	100P 17.3	L	.125	9½	6	H	RW
FRAZER Std. & Man.	20	32	14	14	10°b	35	17-20	30-35c	100P 13	T	.125	9½	6	H	RW
HUDSON Pacemaker	20	32-45	08h	10h	7½°b	38	17-20	70-75W	100P 18f	O	.203	9½	6½	D	RW
HUDSON Super 6	20	32-45	08h	10h	7½°b	38	17-20	70-75W	120P 19f	O	.203	9½	6½	D	RW
HUDSON Super 8	17	32-45	08h	10h	10½°b	27	17-20	45-50W	120P 17f	O	.203	9½	6½	D	RW
KAISER Spec. & DeLuxe	20	32	14	14	10°b	31-37	17-20	30-35c	100P 13½	Bb	.125	9½	6	H	RW
LINCOLN Cosmopolitan	14-16	24-26	au	au	5°b	26-28	17-20	65-70	120P 34½	L	.125	10½	7	S	RW
LINCOLN	14-16	24-26	au	au	5°b	26-28	17-20	65-70	120P 34½	L	.125	10½	7	S	RW
MERCURY	14-16	24-26	11c	15c	10°b	26-28	17-20	65-70	100P 22½	Bb	.125	10	6½	S	RW
NASH Statesman	18-24	30	15	15	6°b	35	17-21	60W	90P 14	Bb	.125	8	5½	H	RW
NASH Ambassador	18-24	30	15	18	6½°b	35	17-21	70W	105P 17	Bb	.125	10	7	S	RW
NASH Rambler	18-24	30	(15h)	(15h)	6°b	35	17-21	60-65W	90P 11	Bb	.125	8	5½	H	RW
OLDSMOBILE 76	20	40	08h	11h	5°b	35	17-21	60-70W	100N 18½	Bb	.125	10	7	H	RW
OLDSMOBILE 88 & 98	12-17½	30	-----	-----	14°b	22	19-23	60-70W	115N 21½	-----	-----	-----	-----	H	RW
PACKARD "200"	12½	26-30	07	10	15°b	Z	U	60-62	100P 19.9	L	.125	10	6½	H	RW
PACKARD "300"	17½	26-30	au	au	15°b	Z	U	60-62	100P 19.9	L	.125	10½	7	H	RW
PACKARD "400"	17½	26-30	au	au	15°b	Z	U	60-62	120P 19.9	au	au	au	au	H	RW
PLYMOUTH P-19 DeLuxe	20	35	08h	10h	12°b	34-38	17-20	EW	100P 15	Bb	.125	9½	6½	H	Ps
PLYMOUTH P-20 DeL. & Sp. DeL.	20	35	08h	10h	12°b	34-38	17-20	EW	100P 15	T	.125	9½	6	H	Ps
PONTIAC 6	22	25	11-13	11-13	5°b	35	17-21	60W	100N 18	Im	.125	9½	6	S	RW
PONTIAC 8	16	25	11-13	11-13	5°b	26	19-23	60W	100N 20½	Im	.125	10	6	S	RW
STUDEBAKER Champ 9G	20	22-27	16c	18c	15°b	30w	17-20	46-50W	100P 12	Bb	.125	8	5½	H	RW
STUDEBAKER Comdr. 17A	22	22-27	16c	18c	15°b	31-37	17-21	80-85W	100P 13½	Bb	.125	9½	6	H	RW
STUDEBAKER Land C. 17A	22	22-27	16c	18c	15°b	31-37	17-21	80-85W	100P 13½	Bb	.125	9½	6	H	RW
WILLYS Jeepster & Sta. Wag.	20	30	18	18	9°b	51	17-21	60-65	100N 11	Bb	.135	8½	5½	H	RW
WILLYS Jeepster & Sta. Wag.	20	30	14	14	5°b	38½	17-21	60-65	100N 9	Bb	.135	8½	5½	H	RW

ABBREVIATIONS

1-10" on DeLx. with std. 3-speed transmission.	b—Before	b—Hot	T—Forg & Beck, and Auburn
2-7" on DeLx. with std. 3-speed transmission.	Bb—Borg & Beck	Im—Inland Mfg.	U—Auto-Lite 19-23, Delco 17-21
—Self-centering and self-adjusting.	c—Cold	K—Hydraulic; disc type	W—Warm
—Self-centering and self-adjusting, self-centering, self-centering, self-centering.	d—Hydraulic valve lifters	L—Long Mfg.	X—Do not recommend using dwell meter for setting breaker point gap.
—Self-centering, self-centering, self-centering, self-centering, self-centering.	D—Duo Automatic	N—Napa	Y—Tolerance of one degree, plus or minus, allowed in adjusting
—Self-centering, self-centering, self-centering, self-centering, self-centering.	E—Nuts 52 to 57, cap screws 66 to 76	O—Own	Z—Auto-Lite 27, Delco 31
—Self-centering, self-centering, self-centering, self-centering, self-centering.	F—Without heater.	P—Positive	
—After	With heater add 1 qt.	P—Propeller shaft, rear transmission.	
—Automatic	G—Hydraulic Spot-Disc	RW—Rear service brake	
—All Wheels	H—Hydraulic	S—Duo Servo	

MORE

PROFIT than ever before in "Bear" Wheel Straightening!

MORE SALES!

MORE PROFIT PER SALE!

Let us show you how Service Operators like you are cashing in on the New "321"!



NEW "BEAR" MODEL "321"

Simplifies . . . Speeds Up WHEEL STRAIGHTENING!

You tap new, important sources of added profits when you put the new low-priced, money-making, labor-saving "Bear 321" Wheel Straightener to work for you.

The wheel straightening business is getting bigger every day. Not just from wrecks! Practically every brake and balancing job gives you an opportunity to inspect wheels and a big percentage will present you with a wheel straightening profit opportunity.

With the average wobbly wheel it is not necessary to remove tire and remount! That means more jobs at prices customers will okay with bigger profits for you! Only badly bent rims and damaged hubs require tire removal. The New "321" makes these tough jobs easier to fix than ever before.

See your "Bear" Jobber today or write for the complete story contained in the new "321" Catalog Bulletin. Bear Mfg. Co., Dept. S-1, Rock Island, Illinois.



**FEATURES Like These
Guarantee You More Profit On
Every Wheel Straightening Job!**

- NO MORE EXPENSIVE INDIVIDUAL DIES—adjustable device fits any hub.
- LOCKS WHEEL IN POSITION—so corrections are made without distortion.
- CHECKS CORRECTIONS WHILE WHEEL IS MOUNTED IN POSITION—saves time and tempers.
- NEW PRESSURE BAR APPLIES HYDRAULIC PRESSURE ALL WAYS.
- NEW MICROMETER-ACCURATE ADJUSTMENT INDICATOR.
- HANDLES ALL WHEELS including 8.20 x 15.

NATIONALLY ADVERTISED

"**BEAR**" SAFETY SERVICE

Trade Mark Registered U. S. Patent Office

HOME

Readers are invited to contribute to—

SHOP TALK—

WHEN BALLOONS FLY

A lot of things happened when Bob Burke, former Ford factory executive, turned loose 15,000 balloons to help advertise his new all-night service at his handsome building at Buckhead, Atlanta suburb. Here's one report on one of the balloons which landed sev-

eral hundred miles away:

"Dear Sir:

"In regard to your lubrication certificate found in Tazewell, Tenn.:

"On or near June 22, 1950, about 6:30 a.m. we found the balloon in our yard, about 75 feet from the house. Attached to this balloon was your tag offering a

A column of informal comments about the automotive trade and its problems.

free grease job. Knowing we wouldn't be in Atlanta soon, we saved it until July 4th when our friend, Mr. Glen Carmack, who lives in Atlanta, was here and we gave it to him.

"We at first thought maybe an airplane had dropped it. Later we thought it more likely that it might have come on an air wave. However, these are only conjectures. We thought it interesting enough that you would like to know of your advertising coming to Tazewell, Tenn., which is 50 miles north of Knoxville.

"We gave the tag to Mr. Carmack. It has the exact date and time of finding on it. He works for Ford Motor Co. in Atlanta.

"Yours truly,

"Mrs. K. D. Chumley." President Robert J. Burke of Burke Motor Co. shot back this reply:

"Dear Mrs. Chumley:

"We appreciate very much your letter of August 7, relative to our advertising balloon which landed in your yard.

"This balloon was part of our advertising program inaugurating the new all-night service policy launched by our company.

"As a part of this program, we released 500 gas-filled balloons each day, for a period of 30 days. It is indeed interesting to know that one of these balloons found its way via air to Tazewell, Tenn.

"We regret that we cannot personally fulfill our obligation of the free lubrication offer. However, we do appreciate your letter, and if you will take your car to the nearest authorized Ford dealer, have it lubricated and send us the bill, we will mail you our check to cover the expense."

One of Burke's Ford friends serving the Tazewell territory heard about this balloon. How dare you advertise in my area—or words to that effect—said the friend in mock indignation. But



Kimble tester No. 4500, for alcohol, methanol, and ethylene glycol

The certified anti-freeze tester— superior accuracy... fast reading... triple duty

Certified accuracy is of first importance in an anti-freeze tester. Serious consequences can result from faulty recommendations.

Kimble anti-freeze testers are true scientific instruments... designed to give fast, accurate checks on all three leading types of anti-freeze. All glass parts are extra heavy, fully annealed and toughened.

All floats are individually retested for accuracy, cushioned in rubber, and designed to float free of the barrel. An extra float is included with each tester.

No calculations are required... simply set the scale and read direct.

Save time... eliminate doubt with certified Kimble testers.

Specify Kimble for assurance of instrument quality



KIMBLE GLASS TOLEDO 1, OHIO

Division of Owens-Illinois Glass Company



SOUTHERN REPRESENTATIVE
—LAWRENCE M. HIRSIG

SOUTHWESTERN REPRESENTATIVE
—HIRSIG FRAZIER CO.

Exide has EVERYTHING

- ✓ The GREAT NEW EXIDE BATTERIES that motorists want to buy.
- ✓ Powerful NATIONAL ADVERTISING support.
- ✓ SELLING AIDS that assure quick, easy, profitable battery sales.
- ✓ EXIDE SURE-START SERVICE.
- ✓ Battery SERVICE EQUIPMENT that's economical and easy to use.

WITH EXIDE —
YOU WILL HAVE EVERYTHING —
SEE THE EXIDE DISTRIBUTOR
.

THE ELECTRIC STORAGE BATTERY COMPANY
Philadelphia 32

Exide Batteries of Canada, Limited, Toronto
"Exide" Reg. Trade-mark U.S. Pat. Off.



WHEN IT'S AN Exide YOU START

Bob's reply was that he didn't feel that his friend could claim any monopoly over the air as an ad medium.

JOBBERS' PROBLEMS

One of the South's most prominent jobbers was asked to summarize the biggest problems facing the jobbers today. Here is his answer:

"1.—Shortages—not all now but just a few, later many.

"2.—Prices—up generally about ten per cent now, more later, this coupled with inevitable wage increases.

"3.—Be careful with manpower jobber now has; increase salaries without pressure by employees geared to cost of living. Government will take many good employees, both in civilian jobs and armed forces. Other industries already are after the machine shop help.

"4.—Begin an extensive training program, hiring new em-

ployees even more than needed, picking draft-exempt so far as possible. Plan a long-range program.

"5.—Many of us are buying heavily on strength, primarily, of price increases, secondarily shortages. Be careful of the type merchandise bought; fast-moving okay. Many will have excessive inventories in wrong goods. Same things not short this time as before.

"6.—Watch credits closer. Our customers have over-bought; some probably have strained capital and borrowing power of their organization.

"7.—Watch trends closely. Be prepared for allocations, wage and price freezing. Get house in order as much as possible.

"8.—Remain flexible in thinking so as to move rapidly when needed."

HELP FOR THE HUNTER

Denver, Colo.

Gentlemen:

We saw the write-up on Mr. Prigg's cruising sedan in the June issue of your publication and have written to Mr. Prigg as per attached.

It just occurred to me that you might have a more definite address which I would appreciate your advising me, that I might write him again in the event this letter doesn't reach him.

It looks like something I have thought of building for a long time. Certainly it should be the answer for the outdoors man who doesn't enjoy toting along a house trailer.

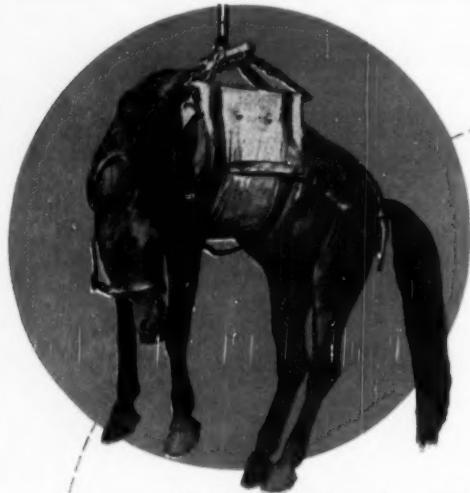
L. D. BAX

Glad to give you a hand: Prigg Boat Works, 501 N. W. S. River Drive, Miami, Fla., is the manufacturer

WHAT A RECORD!

If one, then just how much of an "ole timer" are you in this business? McGraw Chevrolet Co., Wheeling, W. Va., is celebrating during this month its 40th anniversary.

Founded by the late J. H. McGraw, the firm first handled "EMF 30" and "Flanders 20" cars in the Bellaire, Ohio, area, across the river from Wheeling. Due to their rough trip from the factories in those days, the cars underwent extensive repairs before delivery.



Got A Minute, Mac

... a minute to talk about fan belts—*Thermoid* fan belts? With Thermoid, you don't need to tie up money in a lot of slow-moving numbers. Thermoid enables you to service all makes of cars with less inventory—gives you more money to invest in other fast-moving items. Thermoid makes one line of fan belts—the top quality line for cars, trucks and tractors—guaranteed to give long, faithful service. Why not get in touch with your Thermoid distributor, Mac, and learn how Thermoid can help you put your fan belt business on a more efficient and profitable basis. Or write:

Thermoid

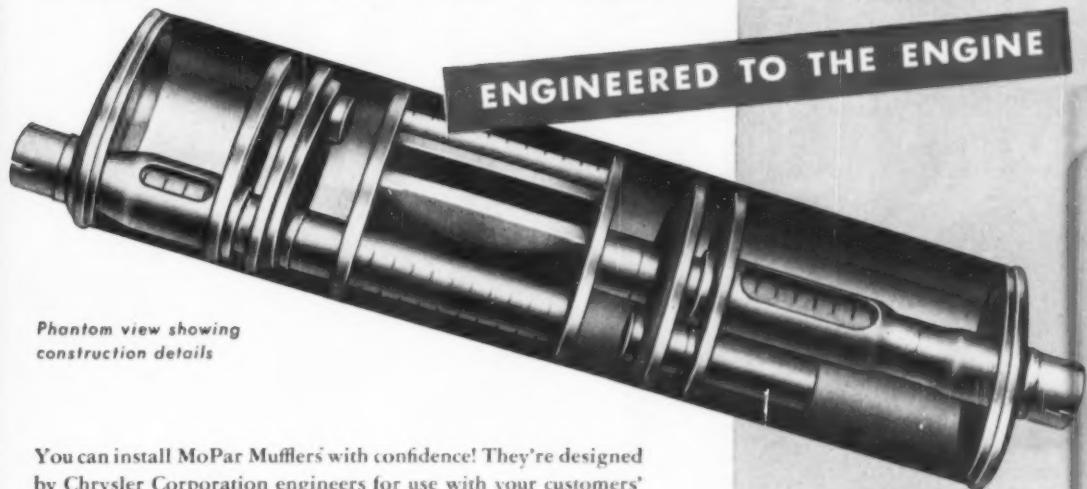
Brake Linings • Fan Belts • Radiator Hose
• Hydraulic Brake Parts and Fluid • Car
Mats • Clutch Facings • Thermoid Pre-
cision Process Equipment

Thermoid Company • Trenton, N. J.

Be sure of customer satisfaction . . . install

MOPAR MUFFLERS

TRADE MARK



You can install MoPar Mufflers with confidence! They're designed by Chrysler Corporation engineers for use with your customers' vehicles built by Chrysler Corporation.

Each MoPar Muffler is tuned for *maximum silencing of the particular engine for which it is designed*. Yet it permits free exhaust flow and minimizes back pressure.

Factory Engineered



Factory Inspected



Supplied by Chrysler
Motors Parts Corporation



You can get
MOPAR parts
from dealers

PLYMOUTH • DODGE • DE SOTO • CHRYSLER
CARS • DODGE "Job-Rated" TRUCKS

... and from most garages and service stations

CHRYSLER MOTORS PARTS CORPORATION • DETROIT 31, MICH.

LAST LONGER!

MoPar Mufflers give unusually long and dependable service because of their specially rugged, leak-proof construction.

PROTECT AGAINST BACKFIRE!

Six partitions, welded to the shell, provide extra protection against backfire explosion.

STOP WHISTLING!

Slotted design of heavy-gauge steel tubes prevents whistling, no matter what the speed.

REALLY QUIET!

Entrance to frequency chambers is so proportioned that sound waves effectively neutralize each other in MoPar Mufflers.



★ Vincent Freedley

"SHOWTIME U.S.A."



★ Bobby Clark

★ Gertrude Lawrence



★ Thomas Mitchell



★ Paul and Grace Hartman



★ Celeste Holm

DODG

Star
Studded
TV Hit

Among the outstanding stars

THE GREATEST SHOW ON / TV

Supports the

TRIPLE ★ PROFIT OPPORTUNITY FOR DODGE DEALERS



★ Tallulah Bankhead



★ Helen Hayes

Now, Dodge Dealers are backed and supported by the greatest show on television—"SHOWTIME...U.S.A." Through ANTA (American National Theatre & Academy), "SHOWTIME . . . U.S.A." brings to TV America's top stars from Broadway, Hollywood, famous night clubs, opera and radio.

THIS giant television blockbuster is just another boost to the Dodge Triple-Profit Agreement enjoyed only by Dodge dealers.

Here are three reasons why the Dodge Triple-Profit Dealer Agreement is the

only one of its kind in the industry:

1. 80% of all new car buyers are Dodge or Plymouth prospects!
2. 100% of all buyers' hauling needs are satisfied with Dodge "Job-Rated" trucks!
3. Almost one in every five registered vehicles carries the Dodge or Plymouth name plate—a ready-made service business!

You are invited to write and find out about the unique and worthwhile advantages of the Dodge Triple-Profit Dealer Agreement.

PLYMOUTH • DODGE "Job-Rated" TRUCKS

DODGE DIVISION OF CHRYSLER CORPORATION • 7900 Jos. Campau, Detroit 11, Michigan

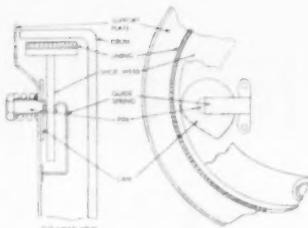
who will appear on "SHOWTIME...U.S.A."

Eliminating Any Brake Noise On Late-Model Plymouth

THE following suggestion for eliminating brake noise on Plymouth cars was given in a recent service bulletin from the Plymouth Division of Chrysler Corp.:

If noise is encountered during the last few revolutions in braking to a stop, the following service procedure is recommended:

Remove the wheel drum and release the shoe return spring to



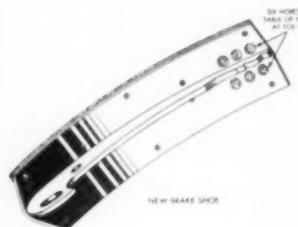
allow the shoe to be pushed back far enough so that the cam pin can be seen.

With a screwdriver, lift the brake shoe away from the cam pin and install the "ring" over the protruding end of the cam pin. (Pin ring, part number 1327054.)

The "ring" prevents contact between the cam pin and the web of the shoe. In some cases it might be necessary to file the cam pin so that the shoe rests on the "ring" and does not contact the cam pin.

Plymouth Brake Shoe Reduces Squeaking

AN IMPROVED brake shoe that reduces the tendency of brakes to squeak was announced last month by the service department of Plymouth Division. It is



now being used on all current Model P-19 and P-20 cars.

Six holes have been stamped on the table of the shoe at the toe end and new shoes can be identified in this way.

L. D. Loggins of Memphis Joins Buick Service

APPPOINTMENT of L. D. Loggins as assistant general service manager of Buick Motor Division was announced last month by Albert H. Belfie, Buick sales manager.

Loggins has been on special assignment since last March when he was transferred to the Buick home office from Memphis, Tenn., where he was parts and accessories merchandising manager.

A native of Homer, La., Loggins was graduated from Texas A. & M. University and served four years in the Navy before going to work for Buick at Dallas.

Owens Buys Texas Agency

J. H. Owens recently bought the Packard agency at Port Arthur, Texas, from N. J. Campbell, who is now associated with the Chessher Packard Co., Inc., San Antonio, Texas.

Time to Change

to CHAMP MONEY-MAKERS



NEW Money-Maker—Champ's counter and window merchandiser sells refills faster . . . more easily because it has a complete cross-reference chart and refill specifications. Its attractive sign urges customers to buy refills and service.

Champ's new "Time to Change" Program moves more filters and refills . . . persuades customers to "Change to Champ" each time their car is serviced.

NEW Expanded Line—Increases opportunities to sell new filters and refills to new cars, tractors, trucks, and buses.

NEW Expanded Advertising—Sat. Eve. Post and trade magazines promote "Time to Change" Program. Watch for new consumer booklet, too!

NEW Performance Tag—Shows time to change refills, increases sales!

NEW Packaging—for greater identity. It's time for you to change to Champ's new Money-Makers for bigger profits in 1950!

* WIRE, WRITE, PHONE FOR DETAILS NOW *

PERFORMANCE TAG

EXPANDED LINE

EXPANDED ADX

PACKAGING

CHAMP LABORATORIES, INC.
Meriden Conn., U.S.A.

CONTACT YOUR JOBBER TO-DAY

Join the Big Parade!



**Johns-Manville jobbers now have
the best there is for dealers**

Results of nation-wide survey confirm new business-building features for dealers in expanded J-M friction materials line

This new, expanded Johns-Manville Brake Lining Program is based on a nation-wide survey of distributors that told us exactly what dealers across the country need for increased business and profit in 1950!

Here's just a few of the new items this Johns-Manville expanded program includes: important improvements in brake and clutch products; streamlined new shoe exchange plan for bonded-on linings; attractive, new sales-help literature; more local stations added to the largest radio program of any brake lining manufacturer . . . and many other important, new dealer-promotion features.

An outstanding new item in the line is WireKlad, an improved brake lining development with an exclusive, revolutionary new wire reinforcement. Another new item is the finest-looking, better performing Spiral Wound Clutch Facing, that makes clutch relining faster, easier, and more profitable.

It will pay you to write Johns-Manville today or get in touch with your Johns-Manville distributor. Get the details of this new, bigger and better Johns-Manville friction materials program for 1950 . . . address Johns-Manville, Box 290, New York 16, N. Y.

"Bill Henry and the News"
Mutual Broadcasting System
8:55 P.M. E.S.T. Mon. thru Fri.

- ✓ Products
- ✓ Promotion
- ✓ Profits



NEW . . .
WireKlad linings and
Spiral Wound facings!

These two important new products star in the expanded Johns-Manville line for 1950! WireKlad is the newest and most revolutionary development in brake lining manufacture and highly stable performance.

Spiral Wound facings give drivers the amazing new "cushion" clutch action, plus the lowest rate of wear. They have excellent appearance; are easy and economical to install!



Johns-Manville

Asbestos

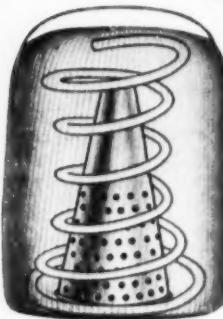
The FIRST name in asbestos brake linings
"Get It From Your Jobber"

FRICITION MATERIALS

WALKER

NOW YOU CAN GET WALKER

Genuine **DELUXE*** CARTRIDGES



FOR YOUR DELUXE OIL FILTERS

For top performance in DeLuxe Oil Filters always use genuine DeLuxe Cartridges—for only genuine DeLuxe Cartridges have the patented *cone and spring* which prevent cartridge collapse and assure correct direction and rate of flow for complete oil cleansing.

Genuine DeLuxe Cartridges (made under DeLuxe patent No. 2,168,124) are now available in the Walker Oil Filter line in the four basic sizes: JC, CU, SD and DF.

Don't accept substitutes. Year after year the great majority of Maintenance Awards Winners use Genuine DeLuxe Cartridges. Year after year, nationally-known truck and industrial engine builders recommend and use DeLuxe Cartridges.

*DeLuxe Products Corporation is a Division of
the Walker Manufacturing Company of Wisconsin



WALKER

"3-Dimension" Filtration

STOPS "DANGER DIRT"
TO $\frac{2}{10}$ OF ONE MICRON!

Keeps Oil Cleaner *between* Oil Changes



Here's proof of how thoroughly Walker Oil Filters remove dust, dirt, metal particles and other engine-made abrasives from the oil stream . . . proof that Walker keeps oil cleaner in the critical period between oil changes.

Walker "3-Dimension" Filtration actually removes abrasives as small as $\frac{2}{10}$ of one micron—gives engines a 25-to-1 safety factor over the danger size of contaminants.

Only Walker has "3-Dimension" Filtration because Walker alone has the patented *Laminar* construction. It can't channel . . . it won't by-

pass. It combines into one cartridge the three basic essentials of good filtration—surface, depth and progressive—multiple filtration to take out the many, different kinds of oil contamination, including moisture.

Certainly you should sell your customers a periodic oil change to protect against oil oxidation, dilution and deterioration. But, *equally important*, install a new Walker Oil Filter Cartridge to keep the oil clean between changes—to give them the added protection, the greater security of Walker "3-Dimension" Filtration.

WALKER MANUFACTURING COMPANY OF WISCONSIN • RACINE, WISCONSIN

Oil Filters • Exhaust Silencers • Jacks • Lifts

OIL FILTERS

WITH PATENTED

Laminar *

CONSTRUCTION

TRADE MARK

Dear Bill,

Thought we'd seen and heard the last of the old 1-A draft status around this shop a few years ago, but it has been knocking on the door again here lately. So far they haven't bothered the veterans, but they've pulled a few for examinations among the younger fellows who didn't serve long enough, or at all, in the last go-round. It's got us thinking about what we'll do if the situation worsens, for we've expanded a lot and have a lot of young bucks in



PROPER PRESCRIPTION FOR BADLY WORN CYLINDERS



Prescribe Burd "Super-Hi-Speed" Oil Rings for the cylinders that show the ravages of miles and high speed. It's the ideal piston ring for extreme cases of wall wear (1) Because the high flexibility of the cast iron ring assures conformance to cylinder walls; (2) Steel segments installed below the cast ring give maximum wiping action *without excessive wear*. Use Burd Super-Hi-Speed Combination Rings to put new vitality in worn engines. They're right for you and right for your customer when you want positive oil control. Get them from your jobber . . . install them with profit.

BURD PISTON RING CO., ROCKFORD, ILL.



key positions as well as on the line.

It is hard to try and get set for such a situation with a cold-blooded plan, for each loss to us means a boy we've grown to think a lot of is in jeopardy. But when you come to think of it, the careful handling and management of the service department during the war was all that saved the dealership so we could put the boys to work who returned or joined us after the last war.

We're choosing our replacements according to the greatest possibility of holding them if we have to make more sacrifices to the draft board in the future, all the time hoping that events will not shape up so we have to go all-out again.

Service spurted considerably when people were struck with the memory of the shortages suffered in the near-past, and wanted to get their cars in shape for the long run, if necessary. We were able to take care of all their needs, and now things are beginning to normalize again.

The fact that we have become so completely departmentalized causes us to need a drive on certain services every so often when a slump in any department occurs. Not quite like it was when you and I were working in adjoining stalls, many years ago. In those days every man on the line was a "general mechanic" and he drew jobs in rotation, regardless of what kind they were. Our present set-up has certain advantages, in that we can train a specialist in a short time, whereas it took years to make a general mechanic.

The bull-of-the-woods tried a new stunt this month to accelerate the brake and electric departments. He pulled the light testers and set them up in line with the inspection lift and brake-

BUILT BY WESTINGHOUSE AIR BRAKE CO.

ENGINEERED AND

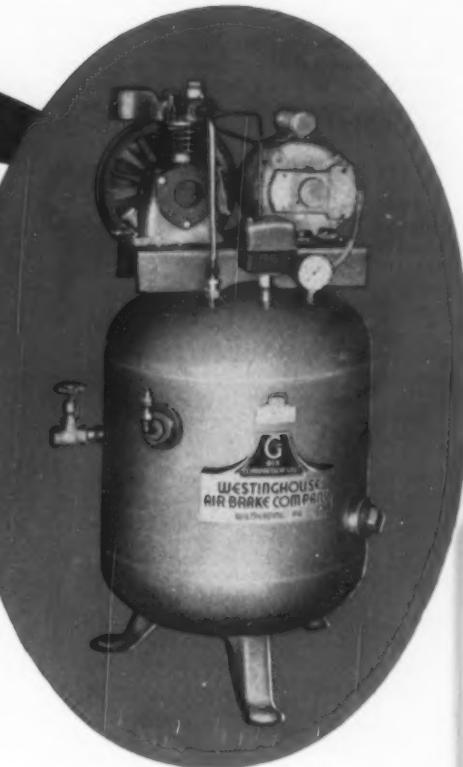
COMPLETELY AUTOMATIC OPERATION

PRESSURE REGULATOR FOR START AND STOP

STARTING UNLOADER FOR MOTOR PROTECTION

✓ THERMAL OVERLOAD PROTECTION

SEALED CRANKCASE



A NEW, ALL-PURPOSE COMPRESSOR for Moderate or Intermittent Service

Sometimes a smaller, lighter air compressor is required for intermittent operation, or for moderate duty . . . so Westinghouse Air Brake Company engineers have produced the "2GAV" unit to meet this need.

The "2GAV" is a complete compressor plant, modern in every respect. Its construction features include cam ground aluminum piston . . . cast alloy aluminum connecting rod . . . intake filter integral with cylinder head . . . light weight reciprocating

parts. Displacement is 2.7 cfm; Operating pressure 150 psi; Compressor speed, 780 rpm; Tank size, 30 gallons; Approximate shipping weight, 325 pounds. Each unit carries the PAEA seal, certifying compliance with U. S. Bureau of Standards Commercial Standards CS 126-45.

Use the "Y" Compressor to handle the heavy-duty jobs, and the "2GAV" for lighter service . . . and you'll take care of every air requirement with minimum cost and maximum dependability.



Westinghouse Air Brake Co.

Industrial Division—WILMERDING, PA.

DISTRIBUTORS THROUGHOUT THE UNITED STATES . . . CONSULT YOUR CLASSIFIED DIRECTORY

testing machine and alignment drive-over gauge. Then he advertised a free safety inspection to get the car in shape for the official test next month. We have one or two men on each machine to make the tests and enter them on the printed card handed each owner.

Surprising how many cars we are running through our improvised safety lane—and how many things we are finding that need correction. It is one sale that isn't usually too hard to make after

the owner sees his car isn't safe otherwise.

We've got about all our departments busy making these corrections and replacements, for the safety inspection can just about turn up anything from a shot muffler to a burned-out tail-light bulb. Just a case of looking for trouble and finding it. All of which is nothing but good business, any way you look at it.

Enjoy the country fair!

Yrs,
Ed.

Tune-Up Is Here (Continued from page 83)

tower and/or distributor cap.

If the distributor cap isn't vented, do so by drilling a small hole in it at a point where water will not enter from the outside. (Moisture in the cap is usually caused by condensation.)

Set the manifold heat control valve to the cold-weather position. If it is of the automatic type, be sure that it operates freely.

The cooling system: Drain and clean the cooling system. Inspect radiator hose and fan belt. Check operation of the thermostat. Add anti-freeze. (If the anti-freeze does not include rust inhibitor, add a recommended brand.)

Tires: If treads are badly worn, recommend new tires. (Slick tires and rain, sleet, snow or ice don't work well together.)

Brakes: Fair brakes on dry pavement may become a hazard on wet pavement. Be sure brakes are in top condition.

Lights: Check all lights, especially tail, stop and head lights. Measure head-lamp candlepower and aim correctly.

Windshield wipers: Renew blades although they may be only slightly worn; motors—vacuum or electric—should be in perfect condition. Perfect visibility is most essential for night driving in winter.

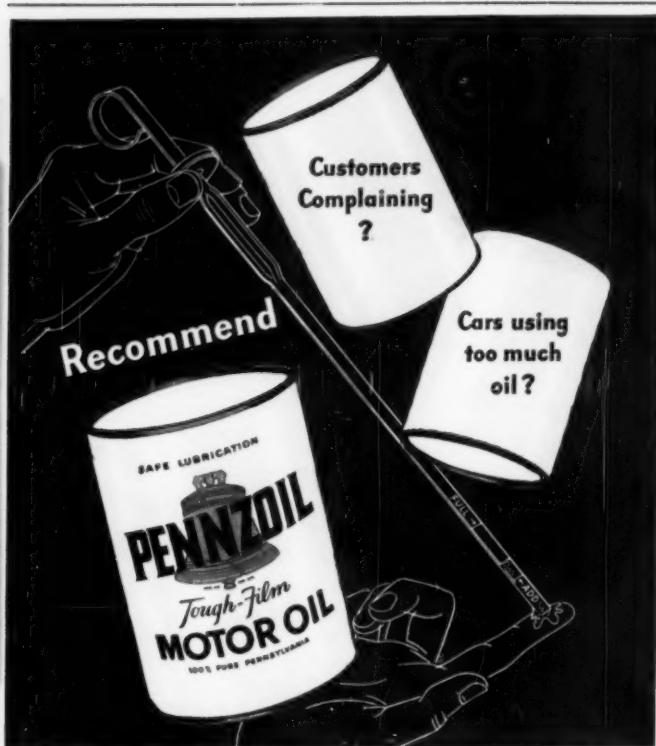
Exterior finish: Clean thoroughly. There are a number of new plastic coatings which will give protection to both paint and chrome during the next few months.

In brief summary, fall tune-up operation is profitable to both the shop and the owner—and we have yet to see the owner who would not buy it if it were properly presented.

New Anniston Association Elects Rowe President

H. G. Rowe of Rowe Motor Co. has been elected president of the recently-formed dealer association at Anniston, Ala. C. E. Tucker of King-Tucker Motor Co. is vice-president and Herbert Morgan of Calhoun Motor Co. is secretary-treasurer.

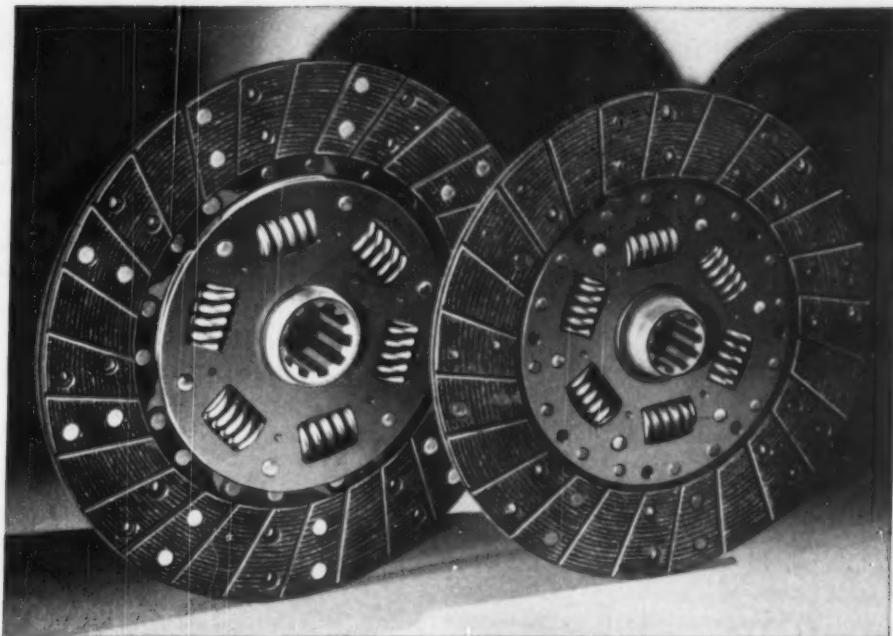
George W. Cox of Boaz, president of the Automobile Dealers' Association of Alabama, and Frank R. Broadway, executive vice-president, attended the organizational meeting.



Pennzoil backs you up all the way. It gives your customers performance—quick-starting, smooth-running engines. It gives them protection—safeguards against sludge, varnish, corrosion. Best of all, it lasts longer, grade for grade. Made from the finest 100% Pennsylvania crude with unmatched solvent-refining and dewaxing. Powerfully advertised . . . fast selling . . . worth investigating!

*
THE PENNZOIL COMPANY
Executive Offices
Oil City, Pa. • Los Angeles 15, California





You can stake
your reputation
on PERFECTION!

Turn Chatter Into Praise and Profits with **PERFECTION Clutch Plates**

You can make more satisfied customers—and enjoy greater profits—by standardizing on Perfection "CF" Clutch Plates. These quality products have these outstanding features:

- (1) Patented formed and riveted cushioned springs eliminate chatter and grab.
- (2) Balanced coil spring center absorbs torsional vibration and transmission rattle.
- (3) Full-floating hub won't pull out.
- (4) Plate is completed with jointless and endless cord-woven facing, with standard BLMA drilling.

For details—consult your Perfection jobber, or write us.

PERFECTION GEAR COMPANY • HARVEY, ILLINOIS



Perfection Products Include: Silent Timing Gears • Metal Timing Gears • Silent Timing Chains, Transmission Gears and Parts • Differential Ring Gears and Pinions Differential Cases and Parts • Fly Wheel Gears • Cylinder Heads • Clutch Cover Assembly Parts • Clutch Plates • Pressure Plates • Clutch Forks and Parts • Clutch Rebuilders



Cash registers ...as AUTO-LITE

From DETROIT: "Glad we've got your big Auto-Lite Spark Plug promotion campaign backing us up. We're doing better than we've ever done before, and we're giving Auto-Lite all the credit."

FRAN KELLY
Kelly Automotive Service
Detroit, Michigan

From ATLANTA: "We think your Fall Auto-Lite Spark Plug Program is one of the best ever devised. It's helped our business by increasing sales of Auto-Lite Spark Plugs as well as service."

PRIOR TIRE COMPANY
458 Peachtree St., N.E.
Atlanta, Georgia

From TOLEDO: "Even customers are asking us to check their spark plugs when they leave their cars for service. It's boosted our sales of Auto-Lite Spark Plugs to new record highs."

C. A. SHAAD
Shaad Auto Electric
Toledo, Ohio

From NEW YORK: "Glad I signed up. Your Auto-Lite Spark Plug sign is working wonders for me . . . new customers are coming to me for service."

FREDERICK HAUG
Haug Automotive Service
New York, New York

From DALLAS: "Your Auto-Lite Spark Plug Fall Program is one of the finest we have ever seen. It's working for us all right."

WALTER S. CLIFTON
Walter S. Clifton Garage
Dallas, Texas

From OAKLAND: "We are selling more Auto-Lite Spark Plugs . . . more of everything in fact as a result of your Auto-Lite Spark Plug campaign on radio and television. We are all for it, and wish others would follow the lead established by Auto-Lite."

RUDY E. PAVLIK
Pavlik Automotive Service
Oakland, California

From PHILADELPHIA: "Check spark plugs too . . . has become a password here with my men and we are selling more Auto-Lite Spark Plugs, anti-freeze, and service than we ever have before. Auto-Lite tops the field in our opinion."

M. LIESNER
L.D.T. Corporation
Philadelphia, Pennsylvania

From KANSAS CITY: "We're really tied-in with your Auto-Lite Spark Plug Promotion this Fall and it's paying off in profits. Our Auto-Lite Spark Plug sign is attracting new customers so we know your advertising really works."

JERRY'S AUTOMOTIVE SERVICE
3535 Prospect Ave.
Kansas City, Missouri

From PORTLAND: "I raised my sights when I raised your Auto-Lite Spark Plug sign—business was never better. Let's have more of the same."

R. R. MATTHEWS
Matthews Automotive Service
Portland, Oregon

Another FIRST only AUTO

RING like never before

boosts your sales into high



Top-rated "Suspense!" Show in 25 major cities tells your customers and prospects to see their neighborhood Auto-Lite Spark Plug Dealers for fall and winter service. Boosts sales . . . boosts profits!

on Radio...

"Suspense!" aired over 173 CBS network stations blankets car, truck and tractor owners in your neighborhood. Tells 'em to look for their friendly Auto-Lite Spark Plug

Dealer for spark plug and motor tune-up service. Means new customers . . . more profits . . . more sales.

Plus consistent and powerful magazine, newspaper and farm publication advertising every month to help sell more Ignition Engineered Auto-Lite Spark Plugs the year around.



Display ties in with YOUR Program

LITE*

**AUTO-LITE
SPARK PLUGS**
Ignition Engineered

gives you!

* The Best Advertised Name in the Automotive After-Market!



Auto-Lite Spark Plugs—
Patented U.S.A.

Helping Shops Sell Service (Continued from page 66)

throughout the country. The main theme of the industry-wide program, "Care Will Save Your Car," will be expanded in various ways as the campaign gains momentum.

National headquarters for the program is at 105 Jennings Building, New Castle, Ind., and is under the direction of George W. Stout, executive secretary of Automotive Advertisers Council,

Inc. Details may be obtained there or from any participating jobber.

The program, endorsed by Motor and Equipment Wholesalers Association, National Standard Parts Association, Automotive Engine Rebuilders Association and other industry groups, was developed by the council's Committee on Industry-Wide Advertising under the chairmanship of Walter A. Kirkpatrick, advertising and sales promotion manager of the Wilkening Mfg. Co., Phila-

A Garageman's Suggestion

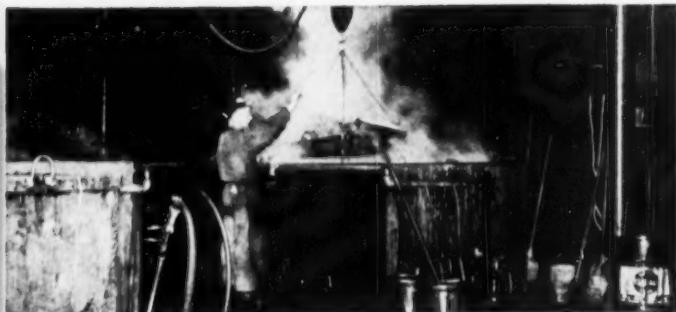
Informed of this program by SAJ editorial representatives, W. H. Yon of W. H. Yon Garage, Charleston, S.C., commented:

"Sounds mighty fine to me; it's something we've been needing a long time."

"I'd like to suggest one thing, however. They should be sure to put a two-cent stamp on the direct-mail pieces, because I get a lot of one-cent mailing pieces and they go right into my wastebasket. I figure that if they're worth only one cent to the sender, then they're not worth my time to read. But I always look at mail carrying a two-cent stamp."

Yon has been in the repair business since 1908.

OAKITE PENETRANT



here's a cleaner that does 4 different jobs quicker, better, at less cost!

- ★ Degreasing parts before repair
- ★ Steam-cleaning motors, chassis
- ★ Washing floors, work pits
- ★ Cleaning cooling systems



FREE BOOKLET

describes all phases of cleaning generally performed in service shops. Filled with money-saving short cuts. Send for a copy.

Make up your mind to use Oakite Penetrant on those 4 everyday jobs and you start increasing your profits right away. All-purpose Oakite Penetrant is a powerful grease-dissolving detergent that works so quickly, so efficiently that you turn out more service shop jobs in much less time. Oakite Penetrant is perfectly safe to use. Solutions are made up with water. Complete story is told in booklet form. Ask for Bulletin No. 5770. FREE, of course. Oakite Products, Inc., 52E Thames St., New York 6, N.Y.

OAKITE

SPECIALIZED INDUSTRIAL CLEANING MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U.S. & Canada

delphia.

Other members of the committee are: C. C. Tapscott, vice-president of McQuay-Norris Mfg. Co., St. Louis; Ira Saks, president of the Accurate Parts Mfg. Co., Cleveland; John F. Corkery, advertising manager of Independent Pneumatic Tool Co., Aurora, Ill., and Duane A. Jones of Detroit, advertising manager of United Motors Service, Division of General Motors Corp., and president of the council.

Safety Car Benefits

(Continued from page 73)

more mileage but all it needed was a paint job, rings and valves. The only expense involved in supplying the car—if it can be called expense—is that the cost of the car is money tied up, Graue said. The price it brings covers Graue's own cost.

Graue does not use the car as a wedge to play politics. Just recently the city asked for bids on two cars and he did not even bid.

"People seeing a couple of new Plymouths on the street owned by the city might jump to the wrong conclusion," he said. "We do not want to risk the good-will we have built up. We are happy and satisfied to have the city use one of our cars for safety's sake."

Where do you stand in this picture?

You have a pretty important place, if you're a dealer for any GM car.

That's because GM cars hold the foreground in any American scene. They've become an eye-filling part of everybody's Main Street—a necessity of life in every community.

To tell millions of car buyers how much GM Research, Engineering and Production Skill have contributed to this picture is the purpose of this latest "key" advertisement in leading magazines.

It's one more step in a campaign that's making countless friends and customers for GM dealers everywhere.

packages

take well in freezer? If they're packed falling. Also, no stacks, packing the food can.

maximum use of freezer space. angular or square containers is round containers. If this is an important consideration.

q's first fruits and vegetables

section of soil in a cold weather white woods oak. 5. Blane leaf for 10 days and remove. Sow-blanch and cut up. 12 minutes. If this is a large stalk. 4. Cutting. 6. Chill 3 to 5 minutes water, draining. 7. A temperature the best for freezing. Any repeating car, it is a vegetable.

Salad Spinach

A more tender spinach obtained in springtime. 1. Cut when leaves tender. 2. Wash thoroughly in cold water to red stems. 3. Boil 10 minutes. So water-blanch about a time for 2½ minutes. basket or colander over a boiling water container. 4. Drain and cool immediately. Clock. 5. During this time water remains so the vegetables have time to cool. 6. Chill immediately in cold water for at least 10 minutes. 7. Squeeze out excess water. 8. Package in tight freezing containers.

Poos

Then as bluster is the for freezing. Freeze whole carrots, then cut into pieces. This may be difficult to get any deepgreen, large garden variety will give better product. 1. Do not freeze old, immature carrots, they are better for the freezer. 2. Peel 4 or 5 possible do not wash after peeling. 3. Water-blanch about a time. The time depends on piece. Blanch small 6 minutes. Large pieces 10 minutes. 4. Drain and cool immediately. small peas will take 10 minutes. large peas, 2 more. 5. Chill immediately in cold water 3 minutes. 6. Fill any type of vacuum or container full, cover. 7. Freeze immediately.

OTTER HOMES & GARDENS

Key to a Richer Life

This is Main Street, U. S. A. It is unlike any other Main Street anywhere else in the world.

It is rich in contentment and well-being. It bustles with hearty and wholesome activity. And as you see and know firsthand, it revolves very largely around the family car.

Along every Main Street in America, General Motors cars are a familiar and trusted part of the rich, full life Americans know. And this is so, very largely,

because General Motors men have never ceased trying to improve on their best, have never flagged in their zeal to build better cars each year than they built the year before.

Because of their practiced skill in Research, Engineering and Production, the key to a General Motors car is recognized today as the key to greater value. It is perhaps not too much to say that it is likewise the key to a rich and satisfying life.



CHEVROLET • PONTIAC

Your key to
Greater Value

OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

GENERAL MOTORS

MADE BETTER THINGS FOR MORE PEOPLE

**IT'S
NEW!**

It's the profitable ...MOLDED DOR-TITE



"You can do it better with DOR-TITE"



QUICK AND EASY INSTALLATION

Molded Dor-Tite is a cinch to install. The handy dispenser makes every job easier, speeds application. The factory-applied adhesive on the door types or D-A Liquid Adhesive applied to the trunk types never deteriorates, provides just the right tack. To control stretch, Molded Dor-Tite is made with an imbedded cord that assures smooth, wrinkle-free application. It lines up and stays lined up!

IT WORKS LIKE MAGIC!

Now—Durkee-Atwood brings you the matchless quality of Molded Dor-Tite that duplicates original equipment, plus the exclusive new dispenser package that makes handling and application easier. It can't roll away or foul up—the Molded Dor-Tite dispenser feeds out the material smoothly and positively as you need it. This handy dispenser keeps Molded Dor-Tite absolutely clean, factory fresh, ready for instant use!



TYPES TO FIT MOST CARS AND COMMERCIAL VEHICLES

Durkee-Atwood Molded Dor-Tite is made in types for door applications and trunk applications. Each type is packed in shop-size lengths in the new and exclusive dispenser developed for your convenience by Durkee-Atwood.

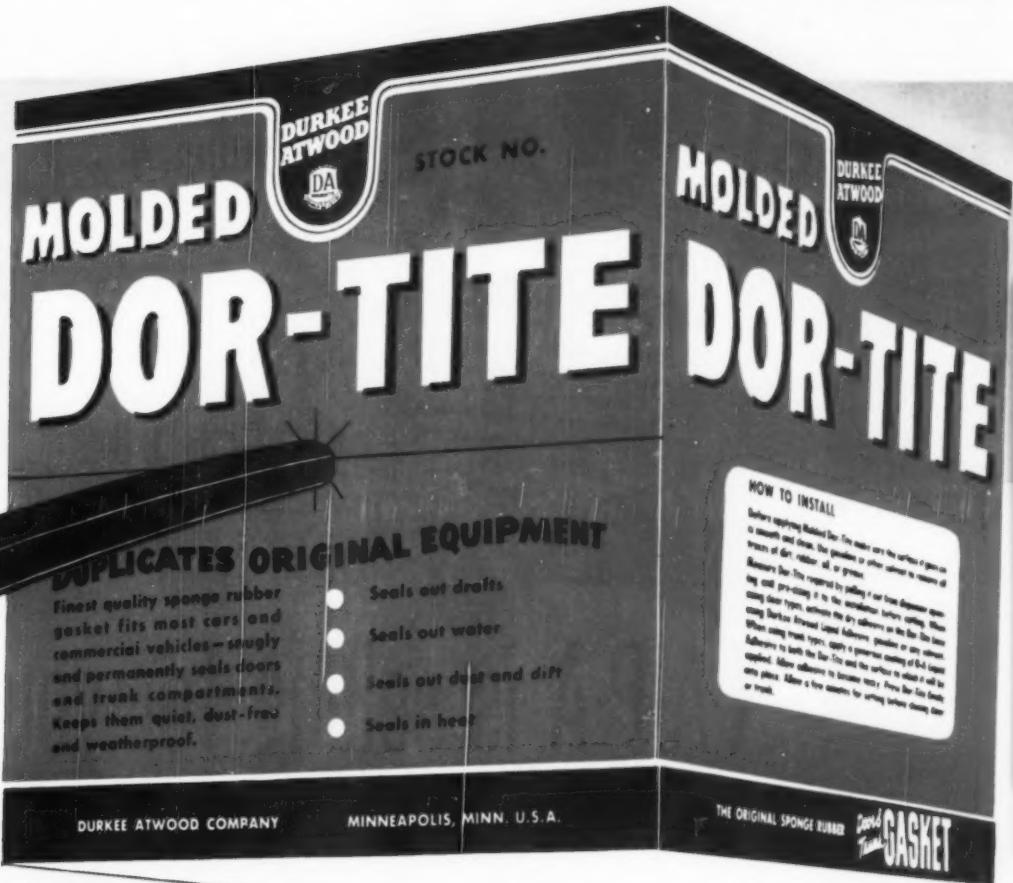
PUSH SALES OF STANDARD DOR-TITE FOR ALL-PURPOSE SPONGE RUBBER GASKET

Don't pass up easy sales of inexpensive Standard Dor-Tite, the original sponge rubber gasket with the patented fabric base. Available in black or Non-Stain (off-white color) Dor-Tite. A fast-selling, long-profit item with scores of uses.



DURKEE-ATWOOD

easy-to-handle *Door & Trunk* GASKET WITH EXCLUSIVE DISPENSER



Superfine Quality
Super Convenience

COMPANY
MINNEAPOLIS 13, MINNESOTA

SEND FOR NEW DURKEE-ATWOOD MOLDED DOR-TITE DESCRIPTIVE CATALOG AND NAME OF NEAREST JOBBER

Durkee-Atwood Company, Dept. SA10
Minneapolis 13, Minnesota

Gentlemen: Send my free descriptive catalog on Molded Dor-Tite, and tell me the name and address of your nearest jobber.

NAME _____

ADDRESS _____

CITY _____ STATE _____



don't let
this happen
to you.



Change Over and Check Up!

- ✓ Electrical System ✓ Brakes
- ✓ Lubrication and Anti-freeze
- ✓ Motor and Clutch
- ✓ Cooling and Exhaust System
- ✓ Chassis and Shocks
- ✓ Accessories



Quality assured by the nation's largest
independent parts organization

in the **POST**
october 7 and
november 4



... and in
your shop



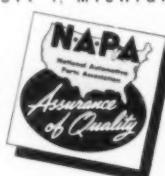
N·A·P·A is selling for you!

In The Saturday Evening Post October 7 and November 4, powerful NAPA advertisements are again selling your customers the idea of seeing you for a complete mechanical checkup to go with their regular winter changeover. Your customers need this complete change-over-checkup. And NAPA's program goes all the way to help you get a full share of this profitable business. Here's what to do:

NATIONAL AUTOMOTIVE PARTS ASSOCIATION • DETROIT 1, MICHIGAN

N·A·P·A

*is the largest independent parts
organization in the industry!*



This scene at Fort Worth, Texas, was typical of the dealer meetings throughout the South to introduce Nash Motors' 1951 lines.

Nash Alters Carburetor (Continued from page 70)

bassador and Statesman is 20 to one. Former ratio was 18.2 to one. This gives about ten percent reduction in steering effort, Nash engineers said.

The knuckle-support lower pins on the front suspension of the two series have been changed from the plain-bearing type to an enclosed threaded type. A no-orifice type of valving, said to be affected less by changes in air temperature, is used on the shock absorbers. With the orifice eliminated, the series of discs making up the valve is arranged in a two-stage system. On light pressures the first-stage discs unseat, while on faster shock-absorber movement the second-stage discs deflect and provide larger opening.

Redesigned rubber engine mounts at rear give added insulation between body and engine in cars equipped with the Hydramatic.

The Ambassador is powered with a 115-horsepower engine, having a compression ratio of 7.3 to one and a displacement of 234.8 cubic inches. The engine is of the six-cylinder, overhead-valve type. The Statesman has an L-head, six-cylinder engine of 85 horsepower.

Seats which convert into twin beds, reclining right-front seats and other interior features have been retained. A number of refinements in interior styling and color harmony are incorporated in the 1951 models.

Exterior styling includes such changes as elongated rear fenders with vertical fins and redesigned grille treatment.

SOUTHERN SHOWINGS

Nash for 1951 was unveiled on Aug. 14 in the Will Rogers Memorial Coliseum in Fort Worth, Texas, for 400 enthusiastic dealers and salesmen of the Dallas zone.

This group of dealers and salesmen was assembled from Texas, Oklahoma and southern New Mexico, which comprises the Dallas zone of Nash Motors.



NOW—REGROUND CRANKSHAFTS CAN HAVE 2½ TIMES BETTER BEARING SURFACE!

IN FINISH IT'S

KOTAFIN
TRADE MARK

CRANKSHAFT RECONDITIONERS:
Send today for full particulars about profit-making KOTAFIN machines.

SEE IT! HEAR IT! FEEL IT!

The trademark, "KOTAFIN" on a Crankshaft means 2½ times better bearing surface...and greater precision in reground crankshafts. Whether you are producer or user of reconditioned crankshafts, the Storm-Vulcan KOTAFIN method assures you of unsurpassed finishing. Get complete information about how KOTAFIN can help increase your profits. No obligation, call or write today. KOTAFIN crankshafts are supplied only by authorized producers.

READY NOW!
Complete new DEALER CATALOG of Automotive Rebuilding Machines. Send for your copy.

STORM VULCAN
INCORPORATED DALLAS, TEXAS

Send me the following:

How KOTAFIN Crankshafts prevent bearing failures
 KOTAFIN Machine catalog and prices
 List of KOTAFIN Crankshaft suppliers in my area

Name _____
Firm _____
Address _____ City _____

The unveiling ceremony was conducted by R. R. Compton, mid-west regional manager with offices in St. Louis, who spoke in an inspirational vein before parting the curtains to expose the new Nash.

L. T. Kouns, western sales manager, Detroit, also addressed the assembled dealers and salesmen, emphasizing the objective of volume sales on the new car.

H. S. Baker, Dallas zone manager, presided as master of ceremonies to outline the program

and introduce the speakers.

Plans of the company for promoting the new model through national advertising were discussed by Walker Graham, of Geyer, Newell and Ganger, advertising agency.

The sales conference and unveiling were followed by a banquet and floor show and the day's program left participants in a high spirit of optimism over Nash prospects with the new model.

Similar meetings were held a few days earlier at Atlanta, Ga.,

and Memphis, Tenn., with Zone Manager A. L. Christian in charge at Atlanta and Zone Manager R. A. Kolb in charge at Memphis. Eastern Sales Manager J. W. Watson was among the speakers.

Perfect Circle to Merge With Thompson Products

AN AGREEMENT providing for the merger of Perfect Circle Corp. with Thompson Products, Inc., by the exchange of Perfect Circle's assets for Thompson common stock was announced last month by Frederick C. Crawford, Thompson president, and Ralph R. Teetor, president of Perfect Circle.

Present management of Perfect Circle will continue to direct the company's affairs, the announcement stated, and present sales and merchandising policies will not be affected.

Final approval of the agreement will come from Perfect Circle stockholders, to whom it will be submitted at a special meeting.

Perfect Circle is one of the oldest producers of piston rings. Home offices and main plant are at Hagerstown, Ind. It operates plants at New Castle, Tipton and Richmond, Ind.

Thompson Products operates plants at Cleveland and Euclid, Ohio; Detroit, Los Angeles and St. Catharines, Canada, as well as two subsidiaries, the Toledo Steel Products Co. and Ramsey Corp.

1950 Tire Production May Exceed 1949

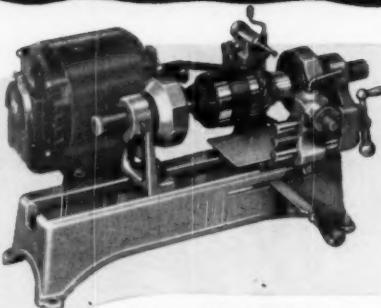
PASSENGER-CAR tire production in the United States this year probably will exceed the 1949 output by more than 10,000,000 units, according to estimates of The B. F. Goodrich Co. Production in 1949 totaled 65,140,000 passenger car tires.

The rubber-company forecast takes into full consideration the government's recent order restricting the consumption of new rubbers during the last four months of this year, or until the government man-made rubber-producing facilities, now being re-opened, are in volume production.

"In view of this new estimate of tire production, there is no reason now foreseen why passenger-car tires will not be available for all essential civilian uses," James J. Newman, vice-president, said.

THIS TRUCUT PACKAGE REALLY PUTS YOU IN BUSINESS!

GET EXTRA PROFITS
from
Starter-Generator
Work!



TRUCUT ARMATURE LATHE
AND UNDERCUTTER

There's plenty of extra profit in starter-generator work . . . if your shop is equipped to handle it!

And you can handle it with these three TRUCUT tools . . . all tried and tested . . . all designed especially for automotive repair jobs! With them, you can machine and undercut commutators perfectly, test for shorts, open circuits, and grounds; make quick, easy work of dismantling and assembling generators. The TRUCUT Press is also useful on dozens of other jobs around your shop.

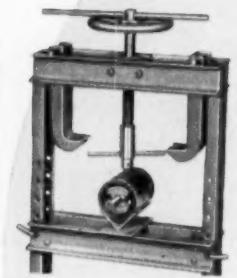
This TRUCUT package actually pays for itself in an amazingly short time. Enables you to handle work you are now sending out . . . or helps you to do it more quickly and profitably! Write for free details today.

FRANK N. WOOD CO.

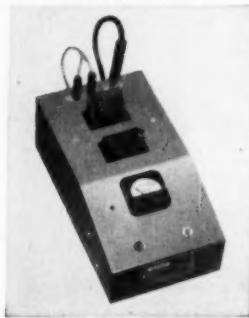
SINCE 1932

TRUCUT

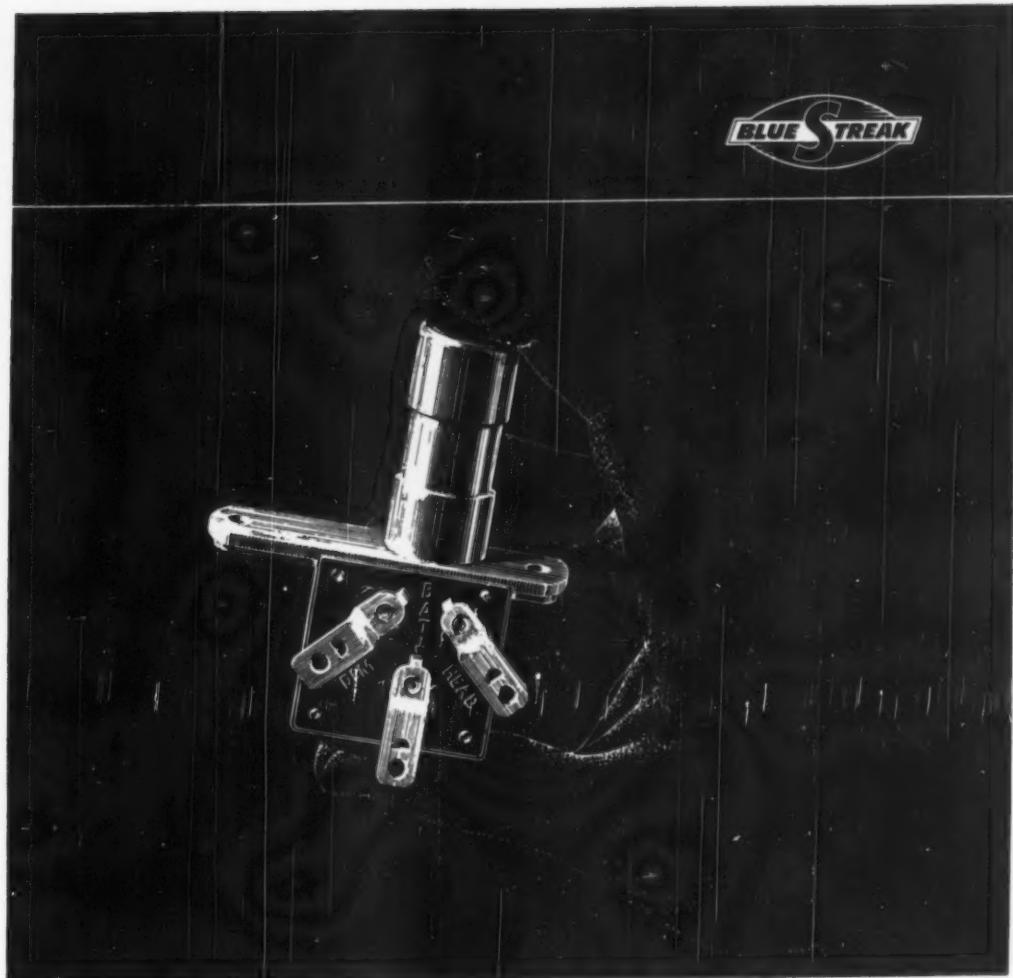
344 W. Main Street • Waukesha, Wis.
Pacific Coast Address
1330 W. Olympic Blvd., Los Angeles 15, Calif.



TRUCUT SHOP PRESS



TRUCUT ARMATURE TESTER



THIS DIMMER SWITCH DOESN'T NEED GALOSHES

Down below the floor boards where dimmer switches sit, they take frequent duckings in mud puddles and slush. For some switches, this kind of exposure is like flirting with the angels — but the Blue Streak dimmer switch takes it in its stride.

Sealed clam-tight against water and moisture, there isn't much in the way of ordinary day-in, day-out

service that can rattle this fellow. The fact is, in a laboratory test, it stood up for what amounts to 14 years of constant service. That's one long useful life for a dimmer switch. Naturally, this Blue Streak switch built for such hard wear costs a bit more, but it's worth a lot more to your reputation. Call your jobber for a supply the next time you order.

better your business...buy Blue Streak

STANDARD MOTOR PRODUCTS, INC., LONG ISLAND CITY 1, NEW YORK

SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1950

I.T. MAKES THE DIFFERENCE*

HERE IS THE DIFFERENCE

This is no ordinary advertisement . . . this is a message of vital importance to every automotive service man. For many years Walker has been saying—"I.T. MAKES THE DIFFERENCE." This is the story of the "DIFFERENCE THAT MAKES I.T."

* In the large picture you will see the Free Field Chassis Dynamometer which is part of the Walker research laboratory equipment. This is no ordinary dynamometer. There are few like it in the world . . . and to our knowledge *none* in the field of exclusive exhaust system research. It was designed by Walker engineers to meet the exacting needs of Walker exhaust sound research. It cost many thousands of dollars. It is the final *difference* that makes "I.T."

* The possession of this important piece of research equipment opens the door to exhaust system knowledge and understanding never before possible . . . unrecorded knowledge unobtainable from any other source. It makes possible the controlled laboratory testing of exhaust systems under actual simulated operating conditions . . . on the actual vehicle . . . under load . . . at high speeds . . . low speeds . . . pulling . . . floating . . . cruising . . . up hill . . . down hill. Whatever the condition to be explored, Walker engineers can duplicate it.

* It provides the opportunity for Walker engineers to accurately check noise . . . back pres-

sure . . . resonance . . . vibration—as they will be found on the actual vehicle in actual operation. It answers exhaust system questions that before were mute and unknown. It turns a corner of knowledge others have never approached. It translates that knowledge into the superior performance you and your customers experience in Walker "Individually Tuned" Silencers.

* To this "Mecca" of exhaust system research come engineers from many of the great car factories to obtain assistance in the solution of their exhaust system problems . . . to look into the future and analyze the exhaust sound characteristics of some new engine . . . conceived but yet unborn.

* From this "Mecca" of exhaust system research comes your complete security in the confidence that Walker "Individually Tuned" Silencers are as carefully and accurately engineered as the vehicle upon which they will be installed. No one . . . no one anywhere is better equipped physically or mentally than Walker to build the finest exhaust systems. I.T. does make the difference.

WALKER MANUFACTURING CO. OF WISCONSIN • RACINE, WISCONSIN

Walker Exhaust Silencers, Jacks, Lifts, Oil Filters



WALKER INDIVIDUALLY TUNED

INDIVIDUAL TUNING

THAT MAKES IT.



Special body noise test with fan and intake silencer noise eliminated. Inside "mike" picks up body resonance and engine mounting noise. Back pressure checked under actual operation.



Pit view of special body noise test. Exhaust system mounting is completely divorced from car frame eliminating noise from car interior. Engineer is measuring tail pipe noise.



Walker and car factory engineers study Exhaust system sound problem under actual operating conditions. Solutions are better and quicker with Dynamometer than on the road.

SILENCERS

all the power...
without the noise

Hoffman Resigns from ECA; To Direct Ford Fund

PAUL G. Hoffman, the former president of The Studebaker Corp. who entered the automobile business as a porter in 1910, resigned last month as the administrator for Economic Cooperation, it was announced by President Truman.

It was announced that he would direct the Ford Foundation, a multi-million-dollar philanthropic organization created by contribu-

tions from the late Henry Ford, Edsel Ford, Mrs. Henry Ford and Ford Motor Co.

Hoffman, one-time chairman of the Automotive Safety Foundation, entered the automobile industry as a porter for Halladay Motor Co. in Chicago, where he was born 59 years ago. He left the presidency of Studebaker at a reported salary of \$96,000 to accept the \$20,000-a-year government post which forced him to travel extensively through the many foreign countries receiving



Mr. Hoffman

the ECA aid. He resigned from Studebaker April 13, 1948.

Walter Wilkins of Norfolk To Address Tennesseans

WALTER J. Wilkins, Oldsmobile dealer of Norfolk, Va., and past president of the Automotive Trade Association of Virginia, will be among the speakers at the annual convention of the Tennessee Automobile Association at the Hotel Peabody, Memphis, Oct. 15-17, Executive Vice-President David P. Whelchel announced.

His subject will be "The Cancerous Side of an Automobile Dealership." Last year Wilkins addressed the convention of the South Carolina Automobile Dealers Association.

Other features of the program will include an address by S. E. Skinner, general manager of the Oldsmobile Division of General Motors, and a "Yankee Panel" of dealers from Minnesota.

\$166 Million Road Funds Lost by Diversion

TWENTY-FOUR states and the District of Columbia diverted to non-highway purposes a total of \$166,111,000 of state highway use taxes in 1949, according to figures recently released by the Bureau of Public Roads.

Despite repeated assertions that highways are in critical condition and that more funds are needed, half of the states diverted some part of their highway money to other than highway purposes. Ten of the states with diversions in 1949 also raised motor fuel taxes.

In two states, Georgia and Washington, the amounts diverted were far greater than the revenue produced by the increase.

another tough job
made easy with...

NEW

OTC

TRUCK REAR AXLE BEARING NUT WRENCH

ADJUSTABLE — LETS WHEEL DO THE WORK

Now for the first time adjustable wrenches to remove bearing lock nuts and adjust rear wheel bearings on full floating truck axles. Axle nut is tightened or loosened by turning truck wheel.

Sturdily built for long, tough service, each wrench adjusts to several sizes. Four wrenches fit Hex sizes from 2" to 4 1/4" and three wrenches fit Octagon sizes from 3" to 5".

Wrench No.	Adjustable From
1202	2" to 2 1/4" Hex
1204	2 1/2" to 2 5/8" Hex
1205	3" to 3 1/2" Oct.
1206	3" to 3 1/2" Hex
1207	3 1/4" to 4 1/4" Oct.
1208	3 1/4" to 4 1/4" Hex
1209	4 1/4" to 5" Oct.

Another OTC special design that makes a tough job easy—and profitable.

cut tool costs - save time - save equipment

SEE YOUR JOBBER OR WRITE OTC FOR COMPLETE INFORMATION

OTC

OTC DIVISION OF BETTER TOOLS FOR EVERY JOB

OWATONNA TOOL COMPANY
306 CEDAR STREET
OWATONNA, MINNESOTA



DELCO-REMY GENERATOR REGULATORS FOR DELCO-REMY ELECTRICAL SYSTEMS

Delco-Remy generator regulators are designed to match the performance of other Delco-Remy electrical units in the system . . . resistance values are selected to obtain maximum performance and life from the generator and battery, and contact point metals are chosen for best performance and longest life on each application. To maintain the original balance of the electrical system, only a Delco-Remy regulator of the proper model should be used as a replacement in a Delco-Remy equipped vehicle.

Delco-Remy

DIVISION, GENERAL MOTORS CORPORATION
ANDERSON, INDIANA

WHEREVER WHEELS TURN OR PROPELLERS SPIN



DELCO-REMY—A UNITED MOTORS LINE
Available Everywhere Through
UNITED MOTORS DISTRIBUTORS

**LESS FADE
LONGER WEAR
SOFT PEDAL**



**PLUS Fewer Comebacks, Easier Installation,
More Profits, Increased Customer Good Will!**

Class will tell, in brake lining sales, too! Tell your customers why *Safety Rated* AMCO DeLuxe Sets are better and safer, as pointed out in the chart at right. You'll sell 'em faster and easier! In addition, you will enjoy all the business-building, sales-increasing benefits that only a high-quality product like DeLuxe Sets can bring you.

Your profits, too, will take a turn for the better, because car owners gladly pay more for a *Safety Rated* brake job that assures them the Extra Safety Factor of LESS FADE and

LONGER WEAR without sacrificing the comfort of *soft-pedal* brake action.

When you offer DeLuxe Sets, you sell a brake lining that is *Safety Rated* by 25 years of original equipment service to America's great car and truck factories... *Safety Rated* by extensive engineering and field tests under the most trying operating conditions... *Safety Rated* under the latest Dry-Process manufacturing method, by which each segment is *precision-molded* in one of the country's most up-to-date brake lining plants... *Safety Rated* with the latest brake lining advancements, such as those pointed out at right, to help make DeLuxe Sets your best bet for complete customer satisfaction and bigger brake lining profits.



Help brake lining sales along with a FREE PIN-UP of vivacious "Miss Bumps"! 18" x 40" BIG, printed in four lively colors, its yours for the asking from

Asbestos Mfg. Co., Dept. J-9, Huntington, Indiana

Copyright 1950, Asbestos Mfg. Co.

TELL YOUR CUSTOMERS WHY NO
BLACK OR MILITARY BRAKE LINING
CAN MEASURE UP TO A "TAILOR-
MADE" LINING LIKE DELUXE SETS!

in engineered
DELUXE SETS "custom-
made" for specific brake
requirements

A TOTAL OF **8** DIFFERENT MATERIAL COMBINATIONS

are used ... each with the correct friction
value ... each with specifically-developed
characteristics, such as: heat-resistance,
density, resilience, water-
resistance, etc.

SHOW YOUR CUSTOMERS these REASONS WHY Specifically Engineered
Friction Combinations ARE ESSENTIAL to EFFICIENT, SAFE BRAKING ACTION!

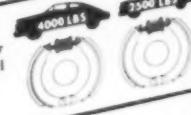
RATIO OF BRAKING AREA TO
CAR WEIGHT Varies



SOME HYDRAULIC BRAKES
HAVE TWO BRAKE CYLIN-
DERS INSTEAD OF ONE, which
means that the amount of
wear on the heel and toe
of each segment is directly
inverted!



RATIO of Hydraulic Cylinder
Size Varies as to Brake Pedal
Leverage and Car Weight



PERCENTAGE OF WORK allo-
wed to primary and secondary
shoe varies. For instance, the
primary shoe on a Huck Chev-
rolet brake, 1 1/2" wide, does
85% of the work ... gets 85%
of the wear!

MECHANICAL and HYDRAU-
LIC BRAKES DIFFER IN FRI-
CTION REQUIREMENTS. The 33
to '38 Ford mechanical brake,
for example, is best serviced
with high friction lining,
whereas later models with
hydraulic brakes require dif-
ferent frictions.



Giving More Than Service (Continued from page 71)

man to help him. His growth might lead one to expect a veritable forest of gas pumps, but there are only six; or seven, counting one for diesels.

"In those days," continued Carson, "I didn't have much, of course, but if I had a dollar and a driver needed it, the dollar was his."

"Since then I've loaned a lot of money to a lot of drivers. I've

gone their bond, paid their fines, taken them to the doctor, fed them. In the way of credit or help I've never denied anything to any of them.

"In 15 years I've lost only \$25 to drivers whose fines I've paid and with all the credit business we have now, from cash loans to meal tickets and tires, my total credit loss last year was .22 of one cent."

Carson's interest and helpfulness has paid off. Drivers have influence with the home office

and many a big account has come to Carson's because of a driver's recommendation. In fact, some of them have been known to demand that Carson's be made a regular stop. And 90 per cent of the drivers who began trading with "Pop" during his first six years in business are regulars still.

Since the place has grown into an institution with 48 employees there is no difference in the way it's run. Carson still comes down fairly early in the morning, spends the day chinning with drivers, and often stays on until the thin hours of the next day.

The plant, parking aprons and cabins cover three and a half acres now. There is 15,000 square feet under roof, with storage for 24,000 gallons of gas. The basement under Carson's is a honeycomb of storage for everything from accessories and tires to steaks and ice cream.

Cabins Just for Drivers

Down there is an air-conditioning plant that will soon be pumping cold air into a row of cabins, in addition to cooling the modern cafe. The cabins are maintained exclusively for drivers, who can get a full night of sleep or just a nap for a negligible fee. And if a driver wants to shower and change clothes there is no charge.

San Marcos has a population of 10,000, but had no cafes near the Carson location, so "Pop" built one. The plans got a good going-over by hands accustomed to being curled about a steering wheel.

"The drivers would go into a huddle with me in the evening," Carson relates, "and we'd study the plans. Remember, those boys are smart and have good ideas. So the plans were changed at least six times as a result of suggestions by drivers, before the cafe was built."

The cafe includes a private dining room, where civic clubs and social gatherings are served and the propriety is such that women in evening dress feel at ease. But the place was built primarily to cater to driver trade and drivers like it, together with all other manner of accommodations available at Carson's.

"We've broadened out," says Carson, "and, of course, we get a lot of tourist trade. That has broadened the demands for service beyond what we have been making available to drivers



Your customers will gain confidence in your judgment if you recommend

MARVEL MYSTERY OIL

FOR THE FINEST LUBRICANT THEIR CARS CAN HAVE

There is no doubt that Marvel Mystery Oil is the leader in the lubrication field. Test after test against all competitive lubricants have proven it first—in film strength, longer life, heat resistance and as an oil rectifier,

which does not oxidize or carbonize.

Let your jobber tell you about Emerol's Marvel Mystery Oil and Inverse Oiler and how their sales have increased, or write for full dealer information today. Dept. 170



EMEROL MANUFACTURING CO., INC., 242 WEST 69th STREET, NEW YORK 23, N. Y.

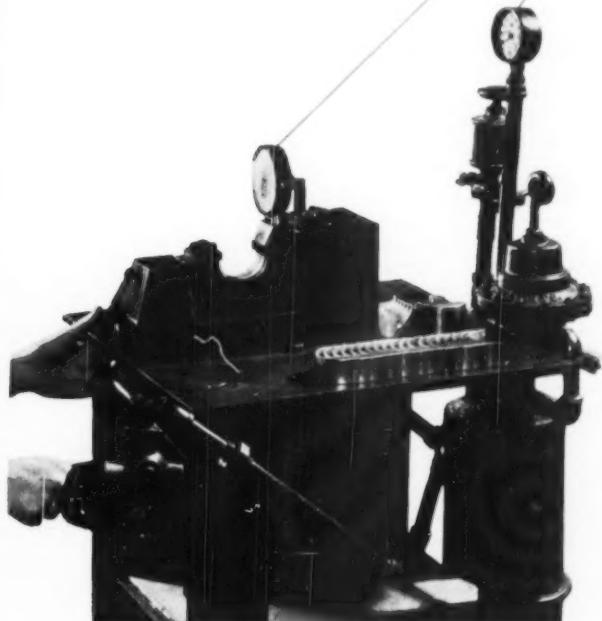
tolerance—zero!

It is hard to imagine parts between which there is no dimensional tolerance.

Yet, that is the "fit" we demand at the parting-line of Michigan Hi-Therm Engine Bearings. The two bearing halves must match perfectly at every point—with tolerance zero!

The result is long, trouble-free performance with highest operating efficiency. That's why service managers report customers stay sold with Michigan Hi-Therm Bearings.

Chances are that you are enjoying the benefits of this engineering perfection in the car you're driving today! Because Michigan Hi-Therm Engine Bearings are the same bearings used for over 25 years as original equipment in millions of the nation's finest automobiles.



the name to remember

michigan
Hi-Therm
engine bearings



DETROIT ALUMINUM AND BRASS CORPORATION • DETROIT 11, MICHIGAN

Manufacturers of Original Equipment Engine Bearings for 25 Years

through the years.

"About the only thing we haven't done is change a diaper. We'd even try to do that if we had to."

Try This on Your Customers

(Continued from page 65)

my time."

It was with a slight betrayal of envy that Brown identified his most consistent competitor for volume as a widower, who doesn't run around, and consequently has

much more time for concentration on the problem of selling more suits. There are at least ten salesmen in that department and it's either Brown or the widower who tops them all every month.

Now at this point it must be admitted that, by the very routine of the sale, a clothing salesman gets the name of every customer. But other salesmen in that department also get names.

And at this point, too, it would be appropriate for the average salesman, regardless of line, to

turn the page and pass on, excusing himself from further exposure. He might exempt himself on the grounds that his line of selling offers no such opportunity to gather names.

But that is exemption of a dubious claim. It seems to me that almost any salesman can be inventive enough to accumulate names and use them on customers, if he wants to. At this writing, conditions were beginning to demand inventive selling across the board. What the Korean explosion will do to salesmanship remains to be seen.

Anyhow, Lloyd Brown built his list of 7,000 names from nothing. He has, of course, been a college-educated clothing salesman in one community, but not in the same store, for 25 years. But he wouldn't have that list of 7,000 regular customers if he had not trained himself to remember and use names.

Many Names on His List

"There are a great many people on that list," explains Lloyd, "who were sent to me by established customers. A man will come in and ask for me, introduce himself, and say:

"Joe Harper sent me to see you. He tells me once you sell a man a suit of clothes you never forget him."

"Of course, I can't remember everybody. As I said, I could do a lot better if I had more time to work at it." And his eyes slanted off to where the widower was busy selling a suit.

Lloyd's trained memory has earned him some unusual customers. One of them lives on Long Island, at least 2,000 miles from Lloyd's store. But the Long Island man waits until he gets to Lloyd's store to buy all his clothes. And another, who travels constantly on a seven-league-boot scale, buys all his suits from Brown. The last order came from Cairo, Egypt.

Brown sells good clothes. But they are no better in quality nor price, nor any better advertised nationally, than other suits in other stores. Nevertheless, when I think of a suit of clothes, I think of Lloyd Brown. Calling me by name that day, when he'd only seen me once in my life and that more than a year before, made a lasting and indelible impression.

But you needn't wait a year. Pick out a customer you've seen



The One and Only

Thermoid Custom-Built Brake Lining is the one and only brake lining carrying the famous Pittsburgh Testing Laboratories Seal... certifying that "the lining in the package is correct for the brakes with which the car specified is equipped." Thus, with Thermoid Custom-Built Brake Lining you eliminate all guess-work and give your customer "the safest thing on wheels." Ask your Thermoid distributor about CB Sets and Thermoid Precision Processing Equipment, which guarantees a top quality relining job every time.

Watch for "The Safest Thing on Wheels" Thermoid's instructional new talking movie. Your Jobber will inform you when this Film will appear in your locality.



Thermoid

Brake Linings • Fan Belts • Radiator Hose
• Hydraulic Brake Parts and Fluid • Car
Mats • Clutch Facings • Thermoid Pre-
cision Process Equipment

Thermoid Company • Trenton, N. J.

It's only the beginning . . .

HALF A MILLION

"ROCKETS"

NOW ON THE ROAD!



**—And still the demand goes
UP—UP—UP—Oldsmobile
dealers report!**

It's the talk of the trade! Now, more than 500,000 "Rocket" Oldsmobiles are in owners' hands—more than half a million drivers are enjoying the satisfying smoothness and flashing power of 135-h.p. high-compression action! Everybody wants to ride the "Rocket"—the power plant that's setting new standards of performance, flashing action and economy! Everybody wants to drive Oldsmobile's exclusive Hydra-Matic—the drive that adds new smoothness and handling ease to famous "Rocket" power! It's a real selling combination that can't be beat—and America's "Rocket" Oldsmobile dealers are demonstrating that fact as never before in history!

OLDSMOBILE

A GENERAL MOTORS VALUE

in your place several times. Find out the name, the ways and means being left to your contrivance. Next time, call him by name and see what happens.

It happened to me, and I know.

Charles H. Hilmer Dies

Charles H. Hilmer, president and treasurer of Hilmer-Placke Chevrolet Co., St. Louis, Mo., died last month after a long illness. A pioneer dealer in his area, Hilmer was 52.

One Fifth of Retail Trade Is Now in Automotive Field

SELLING new and used cars, tires, batteries, petroleum products and other automotive equipment has developed into a \$25-billion-a-year industry, it is shown in the 30th edition of *Automobile Facts and Figures* yearbook issued last month by the Automobile Manufacturers Association.

Automotive sales currently account for better than 20 per cent of all U. S. retail trade and, according to Oscar P. Pearson, chief AMA statistician, more than 435,000 business concerns have been created in all parts of the country to take care of the volume.

A whole new set of automotive records established in 1949 are chronicled in the edition. All-time peaks were reached during the year in production, car and truck registrations, gasoline consumption, motor-vehicle mileage travelled and in tax revenues generated by the industry.

Again, this country completely overshadowed the rest of the world in motor-vehicle output. A total of 6,253,602 cars, trucks and buses, valued above \$8 billion, rolled off American assembly lines — more than three times the output of all other countries combined.

A table shows that, since 1900, when 4,192 passenger cars were produced, the country has built more than 108 million motor vehicles. Last year's output included 5,119,466 passenger cars and 1,134,136 trucks and buses.

Registrations Hit Peak

Motor-vehicle registrations in the United States hit a peak of 44,670,588, topping 1948 by nearly four million. Registrations have multiplied six times since 1919.

At least nine million persons are employed by the various highway transportation industries — one out of every seven employed persons in the country.

Statistics indicate that despite the large volume of production in postwar years, potential demand for motor vehicles remains high.

As of July 1, 1949, 42 per cent of the automobiles in use were ten years of age or older, compared with 17 per cent in 1941. The average age of cars in use was 8.5 years, compared with 5.5 years in 1941. In the case of motor trucks, 33 per cent were ten years or older, compared with 18 per cent in 1941. The average age of trucks in use was 7.4 years in 1949 and 5.6 years in 1941.



...BOLTS WEAR OUT, TOO!"

Everyone realizes that brake linings wear out eventually and must be replaced. But few folks are aware of the fact that the bolts and screws that hold their cars together wear out, too.

Make it a point to replace worn out bolts *on every repair job!* It costs your customers only a few cents extra, yet it will save you assembly time, give you an extra profit on the job and protect your reputation for thorough work.

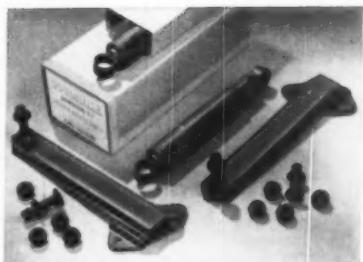
THE LAMSON & SESSIONS COMPANY

General Offices: 1971 West 85th Street, Cleveland 2, Ohio

Plants at Cleveland and Kent, Ohio • Chicago • Birmingham

Automotive  **Fasteners**
LAMSON & SESSIONS
The World's Largest Manufacturer of Automotive Fasteners

Get rid of the Headache
SELL HOUDAILLE* Direct-Action
 CONVERSION KITS



HOUDAILLE Direct-Action CONVERSION KITS

For over 5,000,000 Fords and Mercurys produced from 1935 to 1948.

For over 4,000,000 Chevrolets produced from 1939 to 1948.

Packaged in pairs for complete front or rear application with detailed instruction drawings and all necessary parts for installation without redrilling frames or other complications.

- Houdaille Conversion Kits combine America's finest direct-action shock absorbers with scientifically designed brackets and fittings that are more than strong enough to withstand the hardest service.

Where strength is most needed, Houdaille uses drop forgings in place of the usual stampings or castings. Mounting brackets are of extra heavy gauge metal. Instead of being butt welded, mounting studs go all the way through the fittings and are welded on both sides. These exclusive features are just a few of the reasons why you can be sure that Houdaille Conversion Kits will give your customers dependable service without readjustments or complaints.

Look at the sales opportunities Houdaille Conversion Kits give you. Think of the additional markets for Houdaille Rotaries, Direct-Actions and the famous Huskys. Consider Houdaille quality and dependable life. You'll see why distributors say that Houdailles are the key to maximum shock absorber profits.

HOUDAILLE - HERSHY CORPORATION
 HOUD ENGINEERING DIVISION
 BUFFALO 11, NEW YORK
America's Pioneer Builder of Hydraulic Shock Absorbers

*
*Say
 Houdy®*

**GOT A GOOD
IDEA?**

\$5 will be paid for every time-saver or shop short-cut accepted for publication in this section. A photo or rough sketch will make your idea more valuable. Only original items, not previously published, offered for our exclusive use, can be considered. Send them to: Southern Automotive Journal, 806 Peachtree Street, N. E., Atlanta 5, Ga.

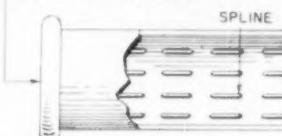
**Removing Transmissions
On 1949-50 Fords**

WHEN removing the transmissions on 1949 and 1950 Fords, I have found that the grease often leaks out around the main drive shaft of the transmission. An efficient grease retainer can be made from the front half of a used 1949 or 1950 Ford universal joint.

The U-joint is taken apart and the connecting parts or "spiders"



U-JOINT CONNECTIONS CUT OFF AND GROUND DOWN



of the front half are cut off and ground down, leaving a splined tube, open at one end.

After the U-joint of the car under repair has been disconnected, this retainer is slipped over the main drive shaft of the transmission. This retainer prevents any grease from leaking out until the transmission can be removed.—L. W. Lefler, Lefler & Son Garage, Abilene, Texas.

**Curing Hard Starting
On Chrysler Cars**

HARD starting on Chrysler-built cars may often be traced to condensation in the distributor cap. Here is how I remedy this:

Drill a $\frac{1}{8}$ -inch hole just above the shoulder under spring clip on the lower side.—Woodrow J. Cuningham, 457 West Arrow Street, Marshall, Missouri.

**Removing Grease Retainer
From Ford Automobiles**

AN EASY method for removing a grease retainer on Ford and other cars is to use a claw hammer. Remove the lock ring and

It's CHAMP-ITEMS for DOUBLE Results!



**No. 947 DRAIN PLUG
GASKET ASSORTMENT . . .**

contains six different sizes — six profit-makers! Made of special vulcanized gasket fibre of high tensile strength — long life. Colored for identification.

No. 947A, List \$0.07 each.
No. 947B, C, D, E & F, \$0.05 each.

**No. 949DA DEALER AS-
SORRTMENT OF DRAIN
PLUGS . . .**

for all cars, trucks and tractors. These plugs save money on repair jobs — save time, too!

List from \$0.30 to \$0.50 each.

**1 TIME SAVERS
2 MONEY MAKERS**

Champ-Items service parts are especially designed to do the job faster — surer — economically! That's why they're profit-makers for you!

**No. 952-3C CARBU-
RETOR RETURN
SPRING . . .**

designed for positive throttle return, this spring eliminates motor racing — saves fuel! Takes only a few seconds to install! Comes on attractive display card.

No. 952, List \$0.15 each.
No. 953, List \$0.25 each.



ORDER FROM
YOUR JOBBER

CHAMP-ITEMS, INC.

519 Main Ave. • Suite 1400 • Atlanta 10, Ga.



Here's a Real Time Saver!

Here is an idea that I had a while back that is good so I will pass it on to other readers and users of the Time Saver department:

After all the boys have finished reading SAJ, I remove the Time Saver pages and also the Service and Maintenance section. They are filed separately in folders for ready reference and review. This saves time going through the entire magazine file.—*E. N. Rodgers, Rodgers' Auto Repair, Rudy, Arkansas.*

place the claws of the hammer underneath the grease retainer.

Then with the use of another hammer, tap the ball part of the claw hammer one or two licks and out comes the grease retainer.—*Woods Brothers Garage, Box 252, Eupora, Mississippi.*

When Lapping Valves After Grinding

A N EFFECTIVE tool to lap in valves after grinding can be made by using a 6" piece of $\frac{3}{8}$ " dowel with an old wheel-cylinder cup tacked on one end.—*Herman D. Zinn, 320 West Elm, Olathe, Kansas.*

Pulling Out Valve On Dodge Truck

A FTER a bad time with a stuck pressure-relief valve on a Dodge truck, we made a tool out of a 4" piece of choke control wire. We formed a 1 16" hook on one end.

This went into the small hole in the valve, enabling us to pull out valve.—*Herman D. Zinn, 320 West Elm, Olathe, Kansas.*

Replacing Oil Pan On Kaiser-Frazer

R EPLACING the oil pan on Kaiser-Frazer cars is made easier by removing the front dust pan and placing a jack under the floor and vibration damper.

This will permit the engine to be raised about two inches without the removal of any hose and

give enough room between the pan and center steering arm to allow pan to move forward without pushing front-end gasket out of position. On 1949-50 models there is no dust pan in front to be removed.—*J. L. Webster, Jones Motor Co., Alvin, Texas.*

When Repairing Lincoln Control Panel Knobs

O N THE 1950 Lincolns the control panel knobs, such as heater, switch, vacuum control

valve, etc., sometimes pull loose and there seems to be no remedy but a new knob. What happens is that the plastic knob comes loose from the threaded bushing by which it is attached to the control rod.

When a new knob is not available, a quick and permanent repair can be made. Remove the bushing from the rod and with thumb and fingers force it back into the knob. Then pry off the chrome cap on back of knob. Obtain a screw of the proper thread

"Finger Test" sends sales soaring

IN WARNER'S WAR ON

SCRUM*

*Clogging accumulation of scale, rust and oil muck in radiators.

Week after week, thousands of car owners are seeing our big, powerful, COLOR ads in the *Saturday Evening Post* and the new dramatic point-of-sale displays wherever their cars are serviced. They're learning about the "Finger Test" and SCRUM*. Most important of all, they're learning how to protect the cooling system with famous Warner products.



Every ad warns car owners to get rid of dangerous SCRUM* right now—before anti-freeze—with WARNER RADIATOR CLEANER or WARNER SERVICE CLEANER.

Alert your customers today. Show every service and repair man how he can build a more profitable radiator service by tying in with this great campaign. Bigger profits for him mean bigger profits for you.

**WARNER RADIATOR CLEANER
and WARNER SERVICE CLEANER**

WARNER-PATTERSON COMPANY • 920 S. MICHIGAN AVE., CHICAGO 5

and about half as long as the bushing from the rear. This will hold the bushing in the knob.

The whole assembly then can be tightened on the control rod. Replace the chrome and the job is done.—Lynn F. Snoddy, 1622 Vivian Street, Shreveport, Louisiana.

Several southern states led the parade of new-car registrations, on a per capita basis, in the figures released last month by the U. S. Bureau of Public Roads.

Allison Acquires Building For Tank Transmission

ALLISON Division of General Motors announced last month it had leased a vacant plant building at 2060 Northwestern Ave., Indianapolis, for the production of a new tank transmission. The building, formerly occupied by the Fairbanks-Morse Co. and now owned by the Chrysler Corp., contains approximately 215,000 square feet of floor space. Reconditioning of the plant has

begun and machinery will be moved in as fast as possible. Production of parts for the transmission is expected to get underway before the end of 1950. Assembly and test of the transmissions, as well as additional machining, will take place in Allison Plant No. 3.

The transmission is a hydraulically-controlled torque-converter type, similar to the transmission Allison has been building for the past year for the General Patton M46 tank. Production of this transmission also will continue at an accelerated rate. The new transmission, developed by Allison's transmission-engineering department since the end of World War II, will be installed in a tank to be built by the Cadillac Motor Car Division of General Motors in Cleveland at the plant operated by Fisher Body Division during World War II. Allison estimated that approximately 1,500 people will be employed in the new plant, to be known as Allison Plant No. 7, and an additional 500 people will be required in Plant No. 3. Lease of the new building gives Allison more floor area in Indianapolis than at its World War II peak.

Lion Oil Will Award College Training

DETAILS of a plan to award college scholarships to southern high-school students were announced last month by the board of directors of the Lion Oil Co., El Dorado, Ark.

Lion Oil established the scholarship fund, from which six one-year scholarships, each valued at \$1,000, and one three-year scholarship worth \$3,000 will be distributed through contests.

The first contest started Sept. 16 and closes Oct. 15. High-school students throughout the Lion Oil area in the South are required to submit essays in 500 words or less on the subject, "Why I Like to Live in the South."

First-place winner gets a one-year \$1,000 scholarship to the college of his or her choice. Second-place winner gets \$100 cash and third-place winner, \$50 cash.

The first-place winners of all six monthly contests are automatically entered in the competition for the grand prize of a three-year, \$3,000 scholarship. Thus, some southern boy or girl will win a complete four-year college scholarship worth \$4,000.

Approved in all states

MOTOFAR V-3
Burners retract into body. Set of 3 fits compactly in mounting bracket. Leak-proof; instantly ignitable. As shown below complete; \$5.85 list.



IT'S STILL . . .
THE No. 1 SELLER
throughout the country!

Many operators prefer oil flares — and Anthes is their No. 1 preference. Rain, snow, mud and wind do not affect this dependable danger signal.

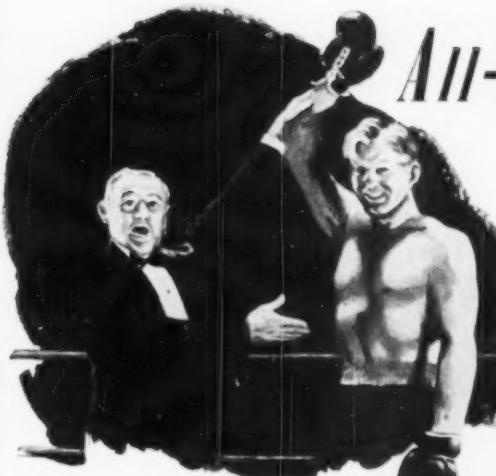
The Anthes line consists of seven models each designed to fit special requirements. The V-3 Motofar shown here is a popular one. Write today for the Anthes catalog which contains data on Anthes oil and reflector flares and the entire Anthes line of Safety Equipment. You can profit repeatedly with Anthes.

ANTHES FORCE OILER CO., FORT MADISON, IOWA

Anthes
THE
FIRST LINE
OF SAFETY

. . . and proud to serve the safest drivers on the road!





All-American Eddie Scores 20 to 1 Win!

When a leading prizefighter quits the game and tosses his hat into the sales ring, you'd expect things to happen. And they did. Here's the story...



In the early 1920's, Eddie's battling fists carried him up to a top spot among recognized contenders for the lightweight championship of the world. He mixed leather with the top fighters of the day, and dreams of buckling the diamond-studded world champ's belt around his waist were not out of reach.

Today the name that might have made fistic headlines stretches across the spacious top of one of the finest De Soto-Plymouth dealerships in America. Hardly a month passes that a sponsored activity isn't in full swing—the Aero-Model Club—the Juvenile Golf Tourney—the Motor Speedway for kids 6 to 16—and many others. The hard work put into these activities has helped build a thriving sales and service business.

How Eddie switched from clenching fists to clinching sales involves an odd "twist." Eddie took a fall in the ring, twisted his ankle severely. Right then his wife was

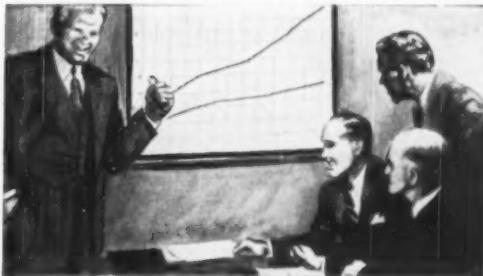


expecting a child, and Eddie figured he'd better quit the ring. He couldn't see the ring as a future for a married man and family head.

So, when a friend offered him a job selling cars in a nearby suburb, Eddie grabbed the chance fast. He sailed into the new venture with all the steam he used to muster in the prize ring, gobbled up data and specification literature, pumped seasoned salesmen for all they knew, and set his sights on a new championship goal—the regional sales crown. Always quick with facts and figures, Eddie one day astounded the president of a great corporation with his data-laden comparison of the Chrysler Imperial limousine against competition. The president challenged his facts good-naturedly, said the sale depended on his accuracy. They got out the data books, and Eddie's memory hadn't failed him. That day he made a cus-

tomer for life and wrote up a \$12,000 sale for two cars!

Eddie's selling ability soon won him a dealership for De Soto and Plymouth in his home territory. He set a blistering sales pace year after year, parlayed his initial year's "25-cars-sold" to 500—a 20-to-1 increase, and won from fellow dealers the nickname, "All-American Eddie."



And the man who jilted Dame Fortune at ringside to meet and win her later along Automobile Row, has plenty to say on the subject of opportunity.

"Take it from me—anyone who wants a happy, prosperous living, and is willing to work for it, has an unlimited opportunity in the automobile business. I sure found it with De Soto and Plymouth."

Write for our free booklet containing a number of these stories of accomplishment by enterprising men. Chrysler Corporation, 341 Massachusetts Ave., Highland Park 3, Mich.



Chrysler Corporation

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • DODGE "Job-Rated" TRUCKS
Fine Cars of Great Value

800—Luggage Carrier

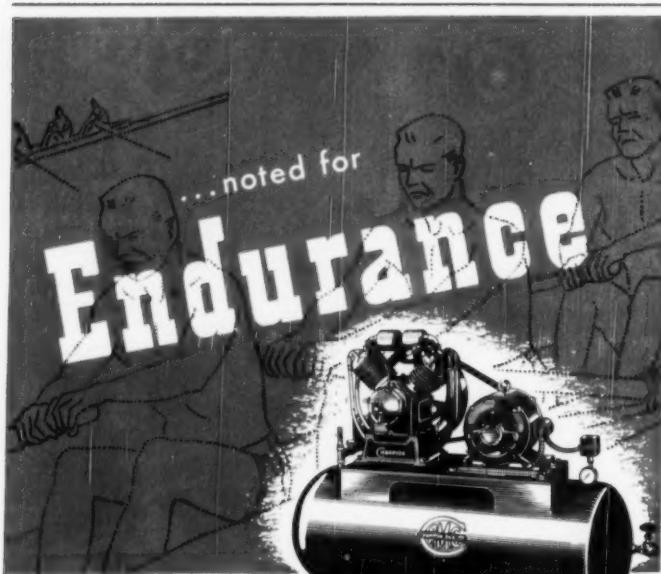
No. 440 "Topper" luggage carrier, triple-plated with chrome, is now being produced by Waldbro Products Co., Inc., 9-11 Herkimer Place, Brooklyn 16, N. Y.

It is of tubular construction with angle supports. It is made in sizes to



New PRODUCTS AND CATALOGS

fit passenger cars and station wagons. Want more information? Use coupon on page 138 and you'll get it!



TEAMWORK is Important in Compressors, too!

The materials, workmanship and sound practical design of the Champion Line pull together with the 21 EXTRA FEATURES to give you endurance, better performance and maximum operating economy! Before you choose a compressor, compare point for point. You'll find, like thousands of other smart buyers, that the Champion can't be beat!

Order through Your Jobber!

CHAMPION

AIR COMPRESSORS

R-402

Here are a few of the 21 EXTRA FEATURES you'll find in every Champion!

Model OE 42-80

- Low speed, under 600 RPM's, reduces vibration.
- Extra deep, thin fins for maximum cooling.
- Self-lubrication—simple, efficient.
- Fully enclosed crankcase keeps out dirt, moisture.
- Dynamically balanced fan-type flywheel.
- Multiple V-belt drive.
- Drop forged connecting rods.
- Enclosed centrifugal unloader.

FREE Champion Bulletin
Write TODAY for your copy—get all the facts then compare!

CHAMPION PNEUMATIC MACHINERY CO
834 N Pleasant Street, Princeton, Illinois

801—Fuel Pump

An electric fuel pump with a universal mounting which is said to fit engines on passenger cars, trucks, buses, marine and industrial engines has been announced by Vepco Fuel Pump Sales, 17304 Lahser Road, Detroit 19, Mich.

The pump forces fuel to carburetor, eliminating vapor lock and assuring



efficient operation in extremes of temperature, atmosphere and altitude, the manufacturer stated. It is said to have a wide range of pressure adjustment and low current consumption and to operate only when needed. Pumping chamber is of die-cast aluminum and shell is of plastic to reduce corrosion and rust.

Want more information? Use coupon on page 138 and you'll get it!

802—Absorbents Catalog

A brochure on its line of absorbents for greases and oils has been issued by Oil-Dri Corp. of America, 520 N. Michigan Ave., Chicago 11, Ill. Instructions on application are included.

Want more information? Use coupon on page 138 and you'll get it!



803—Fender Tool

The Multi-Tool, designed for turning fender beads, pulling jammed fenders, aligning bumper arms, straightening trunk-lid hinges and similar jobs, has been announced by Martin Quick-Trim Co., 8637 W. 3rd St., Los Angeles, Calif.

It can also be used for straightening running boards, bending frame horns and for brake and clutch pedals, a company announcement stated. The tool is of steel.

Want more information? Use coupon on page 138 and you'll get it!

804—Air Compressors

The "T" series of stationary air compressors, with electric-motor or gasoline-engine drive, is described in a bulletin issued by Ingersoll-Rand Co., Phillipsburg, N. J.

One line of the series is designed for normal industrial pressures of 100-125



lbs. and the other is rated at 200 lbs. for continuous service and up to 250 lbs. on intermittent pump-up service. Units are air cooled by fan blades integrally cast on the flywheel. Standard equipment includes a centrifugal unloader, intake filter and muffler, and automatic start-and-stop control on tank-mounted and baseplate-mounted units.

Want more information? Use coupon on page 138 and you'll get it!

805—Plug Terminal

A universal-type Hyspark ignition terminal for passenger cars, trucks, tractors and buses has been announced



by Burndy Engineering Co., 107 Buckner Blvd., New York 54, N. Y.

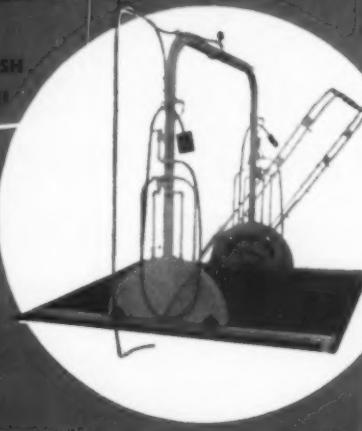
The one-piece terminal has two outlets to permit straight-thrust or right-angle-thrust connection to spark plugs. It can be installed with the Hytool hand plier or with conventional tools.

Want more information? Use coupon on page 138 and you'll get it!

**Make BIG PROFITS in Car Washing
With Only a SMALL INVESTMENT!**

ATTACH WAVEWASH
TO YOUR WATER LINE!

**1 OPERATOR
CAN WASH
4 TO 6 CARS
AN HOUR!**



1 Swing clear water spray line to wet and coat surface.



2 Swing Wavewash Solution spray line over entire car.



3 Sponge rub surface of car.



4 Wave-rinse car. Dries without wiping—no streaks!

**WAVEWASH
AUTOMATIC
CAR WASHER**

Are you still inflating tires with a hand pump?

Is your car washing still being done by your "bucket brigade"?

Be modern! Be smart! With a Wavewash Car Washer, one operator can wash an entire car in only 10 or 15 minutes!

While your customers wait, you can wash cars quickly . . . thoroughly . . . profitably!

Wavewash car washing is smart merchandising. Offer your customers a complete service and you will

- Pump more gas
- Multiply your grease jobs
- Make more oil changes
- Sell more accessories

No other car washer embodies all the distinctive features of Wavewash. Write today for free illustrated folder giving complete details.

Sales Representatives Coast to Coast

JOBBERS—a few choice territories still open. Write today!



PHILLIPS SERVICE STATION EQUIPMENT CO.

Service Station Equipment for Over 30 Years

1950 Sales Award—Champion Award

Johnny Says . . .

**"WIN ONE OF THESE
TEN BIG PRIZES
that ADVANCE CENTURY
IS GIVING AWAY"**

Nothing to Buy! Nothing to Send in but Your Entry!



HERE ARE THESE TEN BIG PRIZES

TWO 1st PRIZES

2—\$75.00 Fall Suits

TWO 2nd PRIZES

2—\$35.00 Pflueger Supreme Casting Reels

SIX 3rd PRIZES

6—\$10.00 Stradivari Sportshirts

ENTER NOW! CONTEST ENDS MIDNIGHT NOVEMBER 5TH

You asked for it! Here it is! The big ADVANCE CENTURY CONTEST that gives you prizes worth working for! But you don't HAVE to work! All you have to do is send us the coupon below, telling us in 100 words or less your BEST IDEA on making money out of your wash rack, or your service station in general! You've all read the monthly tips I pass along. Just like the one on the adjoining page. Those are the kinds of ideas I want. You fellows have good ones I know. Send 'em in and win.

No catches! No quizzes! No box tops! No fancy rules! YOU can be the winner of a fine \$75.00 fall suit (if you're like me, you'd never buy one, but you'd sure like to win one), or a PFLUEGER Supreme Casting Reel, or one of those fine looking TEN DOLLAR Stradivari Sportshirts.

All you have to do is write, in 100 words or less, your best idea for making money out of your wash rack or service station in general. In case of ties, duplicate prizes will be awarded. All entries become the property of Advance Century Manufacturing Company, and none can be returned or acknowledged.

SEND ENTRY TODAY!

YOU CAN WIN!

ADVANCE CENTURY MFG. Co.

P. O. BOX 781 GREENVILLE 1, S. C.

(100 words or less)

Name _____

My Best Idea on making money out
of My Wash Rack or Service Sta-
tion in General

Name of Station _____

Address _____

City _____

Attach idea on separate sheet of paper. Hand-written or typed, makes no difference. Put name and address on this sheet.

**JOHNNY
SAYS...**



"Here's How to Turn a 'NO' into the Sale of Thousands of Gallons of Gas a Year . . .

Ideas sell more than hard work does. This little idea, for instance, sells thousands of extra gallons of gas for me. And, on top of it all it brings me new, steady customers.

It's really simple. Most good ideas are. I have some little cards printed that read: "We don't want you to run out of gas and have to walk several blocks, or maybe several miles. Your gauge shows only about — gallons of gas left. May we fill it up for you, and perhaps, save you some trouble." We put them in plain view in every car that's left at our station.

Of course, I've always asked every customer, in person, if he doesn't want his tank filled when he brings his car in. But, that way, it's too easy to say "NO". THIS way, even if he's already said "NO", he's reminded in black and white that he needs gas or will need it soon.

As I said, it's not a sensational idea, at all. It's really simple. But my customers get a big kick out of it. Makes them feel as though they're getting personal attention . . . which they are.

By actual check, I've discovered that these little cards have sold thousands of gallons of extra gas for me; and they've done even more than that. They've built more trade for me on the basis of happy, satisfied customers who get personal attention.

You can't beat these little "personal" touches. Take my wash rack, for instance. Now, every place in town cleans white sidewalls or paints black tires. The difference is that when I do a wash job and clean or paint the tires, I tell my customers about it. I tell them that I use those safe Advance Century products that don't harm tires, and keep them good looking.

Advance Century products speak for themselves. But it never hurts to add a word or two on your own, and let the customer know that you have him in mind. It's just little things like these that make me money out of my wash rack.

Be seen' you next month with another idea . . .

Johnny

806—Con-Rod Socket

A socket designed for hard-to-get-at con-rod nuts on Cadillacs has been introduced by the Owatonna Tool Co., 306 N. Cedar St., Owatonna, Minn.

The socket is built with a $\frac{3}{8}$ " drive and a $7/16$ " hex opening, heavy enough to withstand hard usage but thin enough to get in the narrow opening, a company announcement stated. It is hot forged from high-alloy steel and heat treated. The tool is identified as No. PS-114C.

Want more information? Use coupon on page 138 and you'll get it!



807—Seat-Cover Fabric

Suskania "leopard skin," a jacquard fabric said to have the same durability as conventional woven saran, has been announced by Susquehanna Mills, Inc., 404 Fourth Ave., New York, N. Y.

The fabric closely resembles actual leopard skin, the manufacturer stated, and at the same time is smooth, cool, easy to clean and resistant to wear. Colors are said to remain bright for prolonged use.

Want more information? Use coupon on page 138 and you'll get it!

808—Soldering Gun

Dual spotlights to remove shadows and over-under terminals to brace tip and improve visibility are features of the light-duty soldering gun announced by Weller Electric Corp., Easton, Pa.

The lighter model has dual heat for light soldering jobs and trigger-switch



control to adjust heat to work without unplugging. The unit is said to have 5-second heating. Model WD-135, as it is identified, has chisel-shaped Weilertip for faster heat transfer and soldering.

Want more information? Use coupon on page 138 and you'll get it!

809—Soldering Catalog

A catalog on its complete line of soldering guns, featuring a light-duty model with dual spotlights, has been issued by Weller Electric Corp., Easton, Pa. The illustrated catalog gives detailed descriptions of all models and lists prices.

Want more information? Use coupon on page 138 and you'll get it!

810—Bin Divider

A divider for parts bins and drawers, featuring tilting sections to prevent hand injuries and give greater visibility, has been announced by Equipto Division, Aurora Equipment Co., Aurora, Ill.

Dust-resistant, grooved side panels give rigid adjustment of dividers without projections, a company announcement stated, and prevent small parts from creeping out. The dividers are now standard equipment on the firm's drawers, bins and other equipment.

Want more information? Use coupon on page 138 and you'll get it!

811—Tappet Adjuster

No. T-100 tappet adjuster, designed for cars with overhead valves, has been placed on the market by Herbrand Di-



vision, The Bingham-Herbrand Corp., Fremont, Ohio.

The motor may be kept running during adjustment, the manufacturer stated. Spring-loaded blade moves up and down inside handle and the hand holding the handle is kept steady because of the spring action.

Want more information? Use coupon on page 138 and you'll get it!

812—Adhesive Manual

An illustrated application manual on the use of adhesives and sealers in refinishing shops has been issued by Minnesota Mining and Manufacturing Co., 900 Fauquier St., St. Paul 6, Minn. Application methods and technical data are given for weatherstrip adhesives, trim cement, felt-pad adhesive, body sealer, body caulking compound, body deadener, glass sealer, convertible top sealer and metal filler.

Want more information? Use coupon on page 138 and you'll get it!

813—Rubbing Compound

A hand-rubbing compound for use in repainting and polish jobs has been placed on the market by Speco, Inc., 7309 Associate Ave., Cleveland 9, Ohio.

Mildly abrasive, Handrub is recommended by the manufacturer for cleaning badly-weathered cars before application of silicone-type polishes.

Want more information? Use coupon on page 138 and you'll get it!

Please send me additional information on the following New Products described in the October, 1950, issue of SOUTHERN AUTOMOTIVE JOURNAL:

No. No. No. No.

Name (please print) _____ Position _____

Company _____ Number and Street _____

City _____ Postal Zone _____ State _____

Tear out and mail to SOUTHERN AUTOMOTIVE JOURNAL,
806 Peachtree St., N.E., Atlanta 5, Ga.

The RIGHT Drain Cock Always on Hand

IMPERIAL DRAIN COCK KIT

- ★ A MUST for Every Shop
- ★ BIG Coverage at LOW Cost
- ★ A Compact Profit-Maker



Here's your key to faster drain cock service in one compact kit. Contains top quality Drain Cocks that will accelerate Winter Servicing and Spring Change-overs.

It's your key to Bigger Profits, too. The Drain Cocks included sell for TWICE the cost of the complete kit.

Retail price, catalog number, size and illustration of each drain cock shown on inside of lid. Very handy

when picking out drain cocks . . . and reordering.

**No. 333-E Imperial Drain Cock Kit complete with 11 Drain Cocks. Dealer's Cost..... \$3.85
(Resale Value of Parts... \$8.00)**

Ask for Bulletin No. 395



For Imperial Drain Kits, Call 222 W. Peachtree St., Atlanta, Ga.
In Canada: The Imperial Drain Kit Co., 21 Church St., Toronto, Ontario.

Broad Listings • Plentiful Lines • Wide
Assortment of Valves • Steels • Service Tools
Tire Mounting Tools • Special Equipment

IMPERIAL

814—Brake Bulletin

A service bulletin on hydraulic brake fluid, containing information and sketches on checking, draining, flushing, refilling and bleeding hydraulic brake systems, has been issued by



the Automotive Division, Wagner Electric Corp., 6400 Plymouth Ave., St. Louis 14, Mo. Tools and equipment needed for servicing are also covered in the bulletin, identified as HU-17-H.

Want more information? Use coupon on page 138 and you'll get it!

815—Rear Door Panel

A rear door Krown for 1949-50 Chevrolet, 1949-50 Pontiac and 1949-50 Oldsmobile (with "A" body) has been add-



ed to the line of Hutchins Manufacturing Co., 9728 Breckenridge Ave., St. Louis 14, Mo.

The unit repairs the part of the door most frequently damaged, a company announcement stated, and eliminates replacement of door or complete panel.

Want more information? Use coupon on page 138 and you'll get it!

816—Valve Springs

A line of valve springs, covering popular models from 1928 through 1949, has been placed on the market by Manley Valve Corp., 1810 Fairmount Ave., Philadelphia 30, Pa.

Precision forming and rigid testing assure uniform quality, it was said.

Want more information? Use coupon on page 138 and you'll get it!

817—Spray Head

An improved No-Klog spray head for its Spraint self-spraying enamel package has been developed by Minit Spray Corp., Suite 1172, Merchandise Mart, Chicago 54, Ill.

The head is said to deliver an even mist of enamel by fingertip pressure on its hinged tongue. To clean after use, the unit can be immersed in paint



thinner or turpentine. A quick shake of the container is all that is needed to prepare the enamel for immediate use, a company announcement stated.

Want more information? Use coupon on page 138 and you'll get it!

818—Door Visor

A door visor, designed for two-door passenger cars from 1935 through 1950, has been placed on the market by Groboski Industries, 6045 S. Ashland Ave., Chicago 36, Ill.

The visor is of polished stainless steel and has a rubber flange to seal out



moisture and prevent rattles or squeaks at the installation surface. It can be installed without drilling or marring car surfaces, the manufacturer stated. Each pair is in an individual carton.

Want more information? Use coupon on page 138 and you'll get it!

819—Panel Catalog

Its 1950 catalog on body replacement panels and associated products has been issued by The Schofield Manufacturing Co., 1140 E. 22nd St., Cleveland, Ohio. It includes the Select-O-Chart to show which panel to use and the Instal-O-Guide to show where it goes. Specifications cover 350 reference listings for cars from 1935 to 1950.

Want more information? Use coupon on page 138 and you'll get it!

IGNITION REPLACEMENT PARTS • VOLTAGE REGULATORS
FUEL PUMPS • CARBURETOR KITS • AIR COOLED COILS

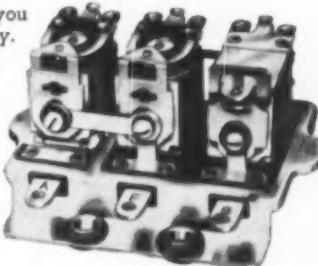
**PEE DEE says... "TOPNOTCH
TUNE-UP JOBS
always go with this
Trademark!"**



● You are always sure of customer satisfaction when you use genuine P&D products. That's because they are manufactured entirely in our modern plant from raw materials to finished products to assure long, dependable service.

The P&D voltage regulator is typical of the expert automotive engineering, finest materials, and skilled workmanship that go into all P&D parts. See the large size insulated copper magnet wire that gives the windings maximum electrical stability. Next, notice the insulation. It's made of the best laminated phenolic plate available. And the contact points are the integral type . . . built to resist pitting. The riveting shank and contact proper are especially designed to provide minimum and unvarying electrical resistance between contact and mounting.

Yes sir — P&D parts are the best you can handle to keep customers happy. Write today for your free copy of the new Catalog No. 49 giving full information on P&D brushes, bushings, cut-outs, distributor products, etc.—the one complete line of electrical parts for all vehicles.



Turn Out Better

Tune-up Jobs

With Pee Dee



MANUFACTURING COMPANY, INC.

LONG ISLAND CITY 8, N.Y.

820—Parts Catalog

Catalog No. J-103-L, listing all its original equipment parts, has been issued by The Weatherhead Co., 300 E. 131st St., Cleveland 8, Ohio. Part-number interchange information is carried in a new technical data section. The company makes hose lines, fittings and similar items.

Want more information? Use coupon on page 138 and you'll get it!

821—Grinder

A six-inch grinder in $\frac{1}{4}$ h.p. and $\frac{1}{3}$ h.p. sizes has been placed on the market by Baldor Electric Co., 4353 Duncan Ave., St. Louis, Mo.



The 600 series, as the model is identified, has extra-wide clearance between wheels and motor frame. Features listed in a company announcement include: capacitor start, capacitor-run motor, full-size ball bearings that require no lubrication and tool

rests that may be tilted for angle grinding.

Want more information? Use coupon on page 138 and you'll get it!

822—Unit Lift

A unit lift designed to handle heavy truck transmissions as well as lighter under-chassis parts has been placed on the market by Drum Jack Corp., 3781 E. 77th St., Cleveland 5, Ohio.

The lift can be used as a floor model or converted into a two-post-hoist model with special stand. The cradle holds units securely, a company announcement stated, and tilts 90° forward and 10° to the rear to permit spline and bolt-hole alignment. The unit has three heavy-duty casters and three-point base for use on uneven floors.

Want more information? Use coupon on page 138 and you'll get it!

823—Pump Catalog

A water-pump catalog, containing alphabetical listings under passenger cars, trucks, tractors and buses for models through 1950, has been issued by the Chefford Master Manufacturing Co., Inc., Fairfield, Ill. NWP-650, as it is called, gives pump number, year, manufacturer's pump number, type, repair-kit number and application.

Want more information? Use coupon on page 138 and you'll get it!

824—Extension Pan

An extension pan that hooks over the rim of drain bowl or bucket to speed up draining and servicing of crankcase, differentials, automatic transmissions and fluid couplings has been announced by the Alemite Division, Stewart-Warner Corp., 1826 Diversey Parkway, Chicago 14, Ill.

In addition to permitting removal of material from two or more drains simultaneously, the pan can be used to service drain plugs that are difficult to reach, the manufacturer stated.

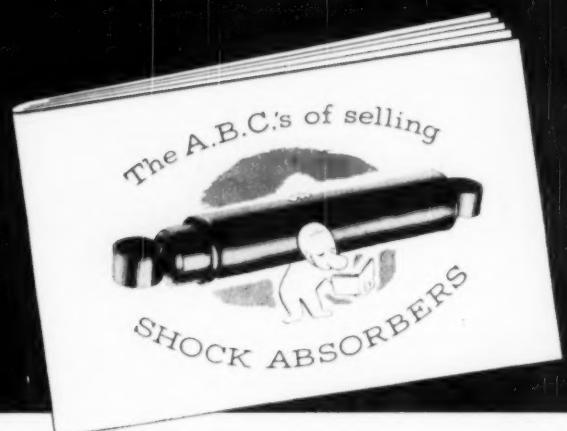
Want more information? Use coupon on page 138 and you'll get it!

825—Fog Lights

Fog lights for 1950 Chevrolets and Pontiacs, designed to fit grille and to require no mounting brackets, have been placed on the market by L. W. Lee Manufacturing Co., 87 Montrose Ave., Brooklyn 6, N. Y. Finished in chrome, they are available with clear or amber sealed-beam bulbs.

Want more information? Use coupon on page 138 and you'll get it!

It's Free!—It's full of facts!

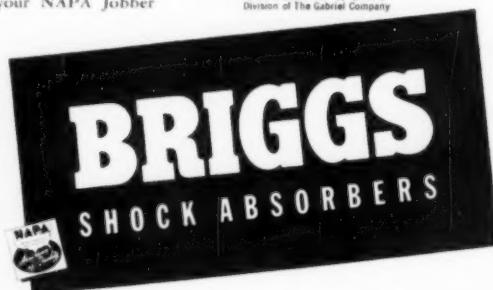


Ask your Briggs Jobber for this free guide to shock absorber profits!

In 20 readable pages, this little book tells all—all you need to know about making shock absorbers a major source of TBA profits. It's down-to-earth, humorously illustrated and to the point. The commercials are brief. Ask your NAPA Jobber

for "The ABC'S of Selling Shock Absorbers."

P.S.—Your NAPA Jobber also sells Briggs Shocks. He can put you in the shock absorber business in a big way for only \$39.00.
THE BRIGGS SHOCK ABSORBER CO.
CLEVELAND 3, OHIO
Division of The Gabriel Company



Quality assured by
the nation's largest
independent parts
organization



826—Axle Holder

The KRW Dollie for servicing rear axles is now available from K. R. Wilson, 217 Main St., Buffalo 2, N. Y.

The unit grips the axle in two vise-like clamping jaws that may be moved closer together or farther apart to grip axles of different sizes at the best place.



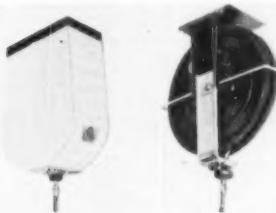
Axle halves may be separated and swung into most accessible position. Dual-purpose vise jaws, with a "V" on one side and flat on the other, may be swiveled into position to handle front or rear axles. The holder is made of welded tubular steel.

Want more information? Use coupon on page 138 and you'll get it!

827—Hose Reels

A series of air or water hose reels for floor or ceiling use, available in open types or in cabinets, has been added to the line of the Alemite Division, Stewart-Warner Corp., 1826 Div-ersey Parkway, Chicago 14, Ill.

Simplified design permits lower cost,



a company announcement stated. The reels have the same free-wheeling feature and non-fouling latch mechanism as other Alemite reels, with hose tension adjusted by varying the pre-winds. Rollers of bakelite give quiet operation. Ceiling cabinets are 28 $\frac{1}{4}$ " high and floor cabinets are 33" high. Standard hose lengths are 15' for water and 25' for air, with Flex-Tip valves on both types.

Want more information? Use coupon on page 138 and you'll get it!

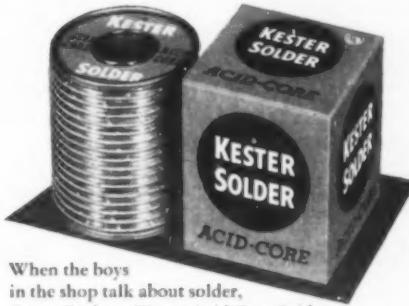
828—Light Guards

Chrome-plated guards for license-light covers on 1949-50 Chevrolets and Pontiacs are now available from L. W. Lee Manufacturing Co., 87 Montrose Ave., Brooklyn 6 N. Y.

The die-cast metal covers can be attached quickly with a screwdriver, a company announcement stated, and the heavy chrome plating resists tarnishing.

Want more information? Use coupon on page 138 and you'll get it!

Kester Solder



When the boys
in the shop talk about solder,
they talk about Kester Acid-Core Solder;
the old reliable product now in a new package.

Easier to Use

Mechanics know that using Kester makes any soldering job easier. Kester contains more grade A newly mined Tin—40%—and only virgin lead, too. The fluxes are chemically and scientifically correct.

Faster

Kester is faster to use. Mechanics prefer it and are more satisfied when using it. The work is speeded up and output is increased.

Kester Solder Company
4201 Wrightwood Ave., Chicago 39
Newark, N. J. • Brantford, Canada



The Mechanics Standard since 1899

829—Tire Cleaner

Sno-Whyte cleaner for white-side-wall tires is now available in six-ounce cans from Durable Steel Automotive Products Co., 1931 S. State St., Chicago 16, Ill. It is applied with steel wool to remove curb marks, road film, grease, dirt and discolorations. It is packaged in display boxes holding 12 cans.



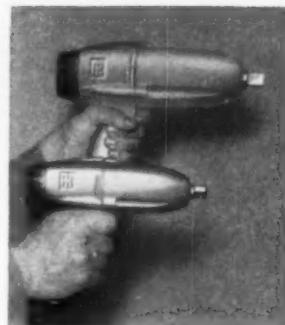
The announcement of the product's availability was made last month.

Want more information? Use coupon on page 138 and you'll get it!

830—Pneumatic Wrenches

Two air-operated Impactools, Size 504 for nut running up to $\frac{3}{8}$ " bolt size and size 510 for nut running up to $\frac{3}{4}$ " bolt size, have been announced by Ingersoll-Rand Co., 11 Broadway, New York 4, N. Y.

Both are of the pistol-grip type with large, deeply-grooved reverse caps. Scientific muffling has greatly reduced noise, a company announcement stated. The 510 is a new size in line. It is said to be the most powerful model built for



one-hand operation. The 504 is said to be 20 per cent more powerful and 65 per cent faster than the previous model.

Photograph shows 510 and 504 below.

Want more information? Use coupon on page 138 and you'll get it!

831—Brake Tool

A tool for adjusting Wagner hydraulic brakes on late-model International trucks is now being produced by the Owatonna Tool Co., 306 N. Cedar St., Owatonna, Minn.

The tool is identified as No. H-25. It will cut time required to service brakes FR, FR25 and FR25D, a company announcement stated. The unit is designed and built to withstand hard use in shops servicing International products, according to the manufacturer.

Want more information? Use coupon on page 138 and you'll get it!

832—Countersinking Tool

A portable, air-powered countersink tool that supplies its own thrusting action and has self-locking grip has been introduced by Buckeye Tools Corp., 29 W. Apple St., Dayton 1, Ohio

Designed for countersinking holes $\frac{3}{8}$ " in diameter and larger, the tool is available in capacities ranging from $\frac{3}{4}$ " to $1\frac{1}{8}$ " across the mouth. Expansion of the mandrel in the hole is said to lock tool in operating position. Drilling speed and depth of cut are predetermined and automatically controlled. When countersinking is completed, mandrel contracts.

Want more information? Use coupon on page 138 and you'll get it!

833—Cleaner-Polisher

A six-inch cleaner-polisher that also does sanding, drilling, grinding, wire brushing and buffing has been introduced by Cummins Portable Tools, Division of Cummins Business Machines Corp., 4740 Ravenwood Ave., Chicago 40, Ill.

The unit weighs $4\frac{1}{2}$ lbs.

Want more information? Use coupon on page 138 and you'll get it!

new

Cristy DRYGAS

GASOLINE FILTER BOWL

**CLEANS
CARBURETOR
WHILE
DRIVING**

AN EXCLUSIVE CRYSTY FAST-SELLING ITEM THAT
BRINGS CUSTOMERS BACK FOR MORE!

Just replace conventional 2-ounce glass bowl with Cristy DRYGAS Filter Bowl filled with $\frac{1}{2}$ can of Cristy DRYGAS. Add remaining Cristy DRYGAS to gas tank. (Time required: 2 minutes) Thorough carburetor cleaning starts when engine starts.

Cristy DRYGAS eliminates the water and gasoline gums that cause hard starting, engine sputtering, missing, stalling, troubles often blamed on other engine parts.

No other method of carburetor cleaning can compare for

SPEED SAFETY
ECONOMY SATISFACTION

GUARANTEED — The sensational new "Cristy DRYGAS Complete Carburetor Cleaning Service" offers new benefits to all your customers . . . a new source of profit to you. Write for complete information.

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Dallas 5, Texas

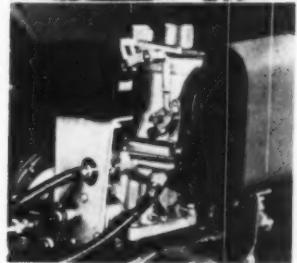
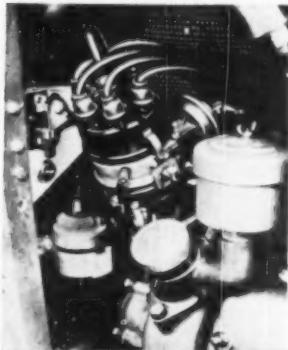
POST

142 SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1950

834—Pressure Distributor

A full-pressure distributor, said to respond to both the wide-open throttle and road-load spark-advance requirements of the engine without the use of a centrifugal advance mechanism, is now being produced for use on the Faegol FTC-210 engine by Holley Carburetor Co., Vancouver & P.M.R.R., Detroit, Mich.

The unit consists of four basic assemblies: the diaphragm assembly, breaker plate assembly, distributor shaft and cam assembly and the distributor base. Pressures existing in the carburetor operate the distributor. The pressure that varies as the engine speed is derived from the venturi and that which varies with the load from the throttle-plate area. By balancing



these pressures against one another through metering orifices, the net pressure is a function of the spark advance requirements of the engine.

This pressure is transmitted to a diaphragm which is linked to the distributor breaker plate. The hub of this plate is carried on the outside of the upper distributor shaft bushing and the force transmitted to the plate from the diaphragm assembly causes it to rotate and extend two calibrating springs.

Top photo shows close-up of pressure distributor. Governor-speed adjusting part is exposed for quick adjustment. Timing is adjusted by loosening V-clamp and rotating upper portion of the distributor to required position. Bottom illustration shows carburetor governor installation.

Want more information? Use coupon on page 138 and you'll get it!

835—Tune-Up Chart

A 24" by 36" illustrated chart, showing engine tune-up procedure, has been issued by B. M. Ikert, 53 W. Jackson

Bld., Chicago 4, Ill. It is designed for customer selling and mechanic training. Cost is \$1.

Want more information? Use coupon on page 138 and you'll get it!

836—Adjustable Bench

The Adjusta-Bench, a squaring fixture for straightening jobs, has been announced by Bee Line Co., Davenport, Iowa.

The bench may be positioned at different angles for accessibility and extensions may be used for supporting parts that extend beyond the bench. Items can be clamped in place with both upper and lower surfaces exposed. Small parts are held in place by plier-



grippers or "C" clamps.

Want more information? Use coupon on page 138 and you'll get it!

Snugl WHEEL BALANCING WEIGHTS

REGULAR PASSENGER

Sizes 1 $\frac{1}{2}$ -1-1 $\frac{1}{2}$ -2-2 $\frac{1}{2}$ -3-3 $\frac{1}{2}$ -4-4 $\frac{1}{2}$ -5-5 $\frac{1}{2}$ & 6 oz. For: Especially Designed For K or L Type Rim Flanges



FRONT ANGLE VIEW

Passenger Cars, Trucks, Buses

K & L

SPECIAL THIN PASSENGER

Sizes 1 $\frac{1}{2}$ -1-1 $\frac{1}{2}$ -2-2 $\frac{1}{2}$ -3-3 $\frac{1}{2}$ and 4 oz. For: Especially Designed For K or L Type Rim Flanges



FRONT ANGLE VIEW



CROSS SECTION



CROSS SECTION



SPRING STEEL CLIP USED

REGULAR PASSENGER



ESTERN AUTO PARTS

MANUFACTURERS EXCLUSIVELY

KOKOMO, INDIANA

WHITTIER, CALIFORNIA

Car-Delivery Outlook

(Continued from page 68)

the board. Seasonal buying increased very little—demand for new cars fair to brisk, used cars fair but seasonal buying starting middle of September bids to firm it up some. Immediate delivery Jan. 1. Same number salesmen.

L. L. Jacobs, Jacobs Motor Service (Hudson), De Land—Immediate delivery now but not very many. Fifty per cent prefer to wait for new model. Fewer sales-

men now on our force.

Hudson dealer—Never make the mistake of thinking that people will buy anything, no matter what. Automobiles are a very large selling job right on, whether there are cars in stock or not. We find that the lower the monthly payments, the easier the sale. This pertains to all makes and models.

GEORGIA

James L. Eidson, South Side Motors, Inc. (Hudson), East

Point—Delivery Oct. 13. Demand off greatly. Many want to wait for new model. Same number salesmen.

George M. Couch, president, Atlanta Packard Motors, Inc. (Packard), Atlanta—As you know, we are in the midst of announcing a new model. Therefore, our situation with reference to the question you have in mind could hardly be considered normal. Summed up, the demand for our new 1951 models exceeds anything we have ever had in so far as actual orders being placed. Also, the interest in our new cars is greater than any we have ever experienced. We have the same number of new- and used-car salesmen now that we had prior to the Korean War but do not anticipate any additional salesmen at this time.

H. M. Boardman, Boardman Motors (Studebaker), Augusta—Immediate delivery in January. Demand off slightly. Few want to wait. Same number salesmen.

J. F. Coulon, Barnesville Motor Co. (Chrysler-Plymouth), Barnesville—Immediate delivery in six months. Demand off greatly. Many want to wait. Same number salesmen.

James D. Pope, Pope Motors, Inc. (Dodge-Plymouth), LaGrange—Do not know immediate-delivery date. Demand off slightly. Few want to wait. Same number salesmen.

M. E. Davis, East Point Motors, Inc. (Studebaker), East Point—I believe we will have new cars to deliver to anyone who walks in within 90 days after the Korean situation clears up but not before. Demand off slightly. Few want to wait. Fewer salesmen.

Oldsmobile dealer—People requesting their names be placed on waiting list has dropped off about 50 per cent. However, new "drop-ins" wanting immediate delivery more than offset the decline in names on waiting list. Immediate delivery in November or December.

KANSAS

B. E. Furman Motor Co. (Studebaker), Abilene—Demand still heavy. About one third want to wait for new model. Same number salesmen.

L. E. Morgan, president, Morgan-Mack Motor Co. (Ford), Lawrence—No immediate delivery this year. Demand still heavy. Few want to wait. Same number



ORENSEN CABLE PRODUCTS

PROFIT-PRICED for quick, easy selling...no premium asked for superior quality. **TURNOVER-TESTED** for maximum range of service with minimum assortment. **MASS-MERCHANDISED** on a national scale to bring customers to you.

CONTACT YOUR JOBBER TODAY

These improved plastic-insulated battery cables—with heavy lead-coated brass terminals electronically bonded to the cable—insure positive and permanent connections. Write for the new Sorensen catalog.

P. SORENSEN MANUFACTURING CO., INC., WOODSIDE, N. Y.



fifty years of leadership

- cable
- wire
- ignition parts
- carburetor kits

salesmen employed now.

Ralph W. Robertson, Robertson Motor Co. (Studebaker), Ottawa—Immediate delivery in six months. Demand still heavy. Few want to wait. Same number salesmen.

A. B. Sanders, Sanders Motor Co. (Studebaker), Lawrence—Immediate delivery in January. Demand still heavy. Few want to wait. Same number salesmen.

KENTUCKY

G. A. Faulkner, Magee Motor Co. (Ford), Williamsburg—Immediate delivery by September, 1951. Demand off slightly. Few want to wait. Same number salesmen.

S. E. Hall, Hall Motor Sales (Studebaker), Glasgow—No immediate delivery before next spring. It is my opinion that new cars will be harder to get after the first of the year than at this time. Demand off slightly. Few want to wait. Fewer salesmen.

E. J. Williams, Valley Motor Car Co., Prestonsburg—Immediate delivery by March 1. Demand off slightly. Many want to wait. Same number salesmen.

Earl Pickerill, Pickerill Motors, Inc. (Studebaker), Elizabethtown—Don't know about immediate delivery. Demand still heavy. Many prefer to wait. Same number salesmen.

Paul B. Messey, Massey Motor Co. (Dodge-Plymouth), Franklin—Immediate delivery sometime next year. Demand off slightly. Few want to wait. Same number salesmen.

Vernon Jenkins, Jenkins & Wynne Motor Co. (Ford), Franklin—Immediate delivery in six months. Demand off greatly. Few want to wait. Fewer salesmen.

F. W. Douglas, Douglas Motor Co. (Ford), Elizabethtown—Don't know about immediate delivery. Two-month backlog now. Demand off slightly. Few want to wait. Same number salesmen.

LOUISIANA

Jack M. Fulkerson, Cleveland Motors (Ford), Crowley—Immediate delivery in four months. Demand off slightly. Few want to wait. Same number salesmen.

MARYLAND

Central Motor Co. (Ford), Bel Air—Immediate delivery uncertain. Demand off slightly. Few want to wait. Same number salesmen employed now.

C. E. Duncan, vice-president, Duncan Brothers, Inc. (Chevrolet, Oldsmobile, Cadillac), Pocomoke City—New-car sales on Eastern Shore still high. Immediate-delivery date is \$64 question. Few want to wait. Same number salesmen.

W. Harry Parlett, The Ellicott City Motor Co. (Dodge-Plymouth), Ellicott City—Immediate delivery possibly in December. Demand still heavy. None want to wait. Fewer salesmen.

Joseph Penn, Penn Brothers,

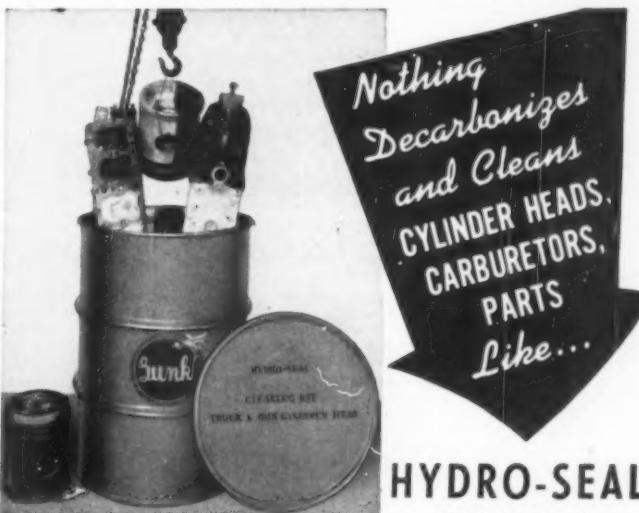
Inc. (De Soto-Plymouth), Baltimore—Immediate delivery in November. Demand off slightly. Few want to wait. Same number salesmen.

MISSISSIPPI

William Raben, Dixie Nash Motors (Nash), Jackson—Immediate delivery in November. Demand off greatly. Many want to wait. Same number salesmen.

Hugh M. Critz, Hugh Critz Motor Co. (Lincoln-Mercury), Greenwood—Immediate delivery

NO MORE CARBON SCRAPING



NEW 60 GALLON SIZE

Gunk Hydro-Seal cylinder head and crankshaft cleaning kit. Large enough to take nearly all standard assemblies. Makes purchase of cleaning tanks unnecessary for many shops.

HYDRO-SEAL

GUNK Dunk

\$85.00 net

with 50 gallons of Gunk H-S

1. Now! You can clean a cylinder head, crankshaft or block easily and completely *bare metal clean* . . . just as a carburetor comes bright out of a Gunk Hydro Seal Bench Kit.
2. Normal Service Life 1 year (U. S. Pat. 2,107,288)
3. Works hot or cold . . . Self-Scouring . . . Self-Emulsifying
4. Parts rinse bright automatically in seal
5. Safe cleaner for aluminum base alloys
6. Patented Performance and long life

LABOR SAVER . . . LIQUID TOOL

Cleans cylinder heads of carbon without scraping . . . cleans water side of cylinder heads of insulating algae, grease, sludge and scale—thus restoring original thermal efficiency built into engine by manufacturer.

SOLD BY BETTER JOBBERS EVERYWHERE
WRITE FOR NAME OF NEAREST STOCKING JOBBER.



now. Demand off greatly. Many want to wait. Same number salesmen.

Craig Motors (Chrysler-Plymouth), Jackson — Impossible to say about delivery. Possible delivery on 1950 Chrysler New Yorker in three weeks. Demand off slightly. Few want to wait. Fewer salesmen.

P. F. Trimble, Welshaus Motors (Lincoln-Mercury), Cleveland — Immediate delivery now. Demand off slightly. Few want to wait. Same number salesmen.

Kossman Buick Co. (Buick), Cleveland — Immediate delivery this month. Demand off greatly. Few want to wait. Fewer salesmen.

J. M. Brewer, Brewer Motor Co. (Oldsmobile), Grenada — Immediate delivery in July. Demand off slightly. Few want to wait. Same number salesmen.

MISSOURI

W. N. O'Bannon, O'Bannon Chevrolet Co. (Chevrolet), New Madrid — When the war situation

broke, we were unfortunate and had no new trucks or cars. The phone rang continually for several days from people trying to buy any car immediately. However, it was several weeks before we received any shipment of cars and the demand had slowed considerably. We are selling cars as they are received with practically no refusal because of color or body style. The few cars that we receive are all sold with the full group of accessories and there have been few complaints to us of loading with accessories.

The truck situation followed the cars but has not held up as well. The used-car situation has slowed very much. Sales are slow but the few that are being sold have been bringing good prices. Good, clean used-cars are scarce, especially 1946-47 Fords and Chevrolets. There have been a few buyers for used trucks as it is about crop-harvesting time here.

Ed Hunt, Ed Hunt, Inc. (Ford), Eldon — Immediate delivery in 60 days. Demand off greatly. Few want to wait. Same number salesmen.

H. D. Golladay, Warrensburg Motor Co. (Chevrolet), Warrensburg — Immediate delivery in six to 12 months. Demand off slightly. Few want to wait. Same number salesmen.

Edward H. Bolten, Sexton Motor Co. (Ford), Jefferson City — Delivery too uncertain to comment. Demand off slightly. Few want to wait. Same number salesmen.

Lawrence County Motors (Ford), Mt. Vernon — Immediate delivery in 90 days. Demand off 50 per cent. None want to wait. Same number salesmen.

L. E. Shikles, Shikles Motor Co. (Pontiac), Jefferson City — Immediate delivery in spring. Demand off greatly. Few want to wait. Same number salesmen.

NORTH CAROLINA

J. Carter Perry, president, Perry Motor Co. (Chevrolet), Elizabeth City — Immediate delivery in March. Demand off slightly. Few want to wait. Same number salesmen.

C. L. Eason, Eason Motors (Chrysler-Plymouth), Farmville — Immediate delivery in January. Demand still heavy. Few want to wait. Same number salesmen.

Royall H. Spence, Spence Motors (Dodge-Plymouth), Burling-

MULTIPLY YOUR PROFITS! MORE JOBS X FASTER INSTALLATIONS = MORE PROFITS



By Installing National Parts

Get more repair business . . . you can easily sell these NATIONAL low-cost preventive repairs at the first sign of lubricant leakage, noise or vibration around the "U" joint, ball-bushing and ball seat. Unique NATIONAL parts restore cars and trucks to their original fine operating condition.

Lower-cost NATIONAL repairs can be sold when major repairs might be put off indefinitely. You can handle more jobs because NATIONAL parts and assemblies can be installed without tearing down the differential.

1. DRIVE SHAFT BUSHING & SEAL ASSEMBLIES

Pat. No. 2,403,520

Saves Buying A New Drive Shaft. Repairs Worn Drive Shaft & Seal Can Be Installed In One Hour Without Tearing Down Differential.

Assembly drives over shaft flush with end of housing. New front bushing in assembly fits over the "U" joint. Sell with every transmission and "U" joint repair job.

- Provides Greater Bearing Surface
- Eliminates Oil Leaks from Transmission
- Prevents Dilution of Diff. Lubricant, Due to Trans. Oil Leaks
- Enables Repair to be made without Replacing Drive Shaft.

Now 6 Different Bushings to Fit All Models. For most Chevrolet Cars and Pickups, 1930 to 1950; Pontiac Cars 1933 to 1936; and most GMC Pickups.

Other Parts in the National Line Include:

2. DRIVE SHAFT HOUSING REPAIR UNIT K-400

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3. "UNIVERSAL" TRANSMISSION CASE BALL SEAT

4. UNIVERSAL JOINT BALL HOUSING KITS

Dependable performance assured—National Parts & Assemblies are the products of sound engineering and precision manufacturing.

Sold Nationally by Leading Automotive Wholesalers.

Write or wire for full information.

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"It's Better If It's Made By National"



NATIONAL MACHINE WORKS, INC.

AUTOMOTIVE PARTS MANUFACTURERS

P. O. BOX 4305

OKLAHOMA CITY 9, OKLA.

ton—We have orders and deposits for more Plymouth cars than we will receive in the next three months and have been refusing to take more orders. We have taken orders for 1951 Plymouths that will take our first month's allotment. We get 2½ times as many Dodges but have a full month's orders on hand and there is a constant stream of new business coming in. Same number salesmen.

Robert H. Morgan, Morgan Motor Co. (Pontiac), Albemarle—Cars sold through March. Demand still heavy. Few want to wait. Fewer salesmen.

E. C. Sawyer, Sawyer Motor Co. (Studebaker), Asheville—Immediate delivery in two weeks to four weeks. Demand off slightly. Few want to wait.

Stevens Motor Co. (Studebaker), Winston-Salem—Immediate delivery in 90 days. Demand still heavy. Few want to wait. Fewer salesmen.

H. E. Stephenson, Stephenson-Wilson, Inc. (Pontiac), Durham—Immediate delivery first of the year. Demand off slightly. Few want to wait. Same salesmen.

Lincoln-Mercury dealer—Business here is very good. We do not have any new cars on hand today but have them coming in several times a week. We deliver a lot of cars here but do not have a backlog of orders as some dealers report.

OKLAHOMA

Frank Kitchens, Norton-Kitchens Buick Co. (Buick-Cadillac), Lawton—Immediate delivery in a year. Demand off slightly. Few want to wait. Same number salesmen.

Kenneth K. Baird, Baird Motor Co. (Chrysler-Plymouth), Alva—We are in a town of 6,500 and have been selling about seven units per month—more through summer and less through winter months, for a total of 80 new units in 1949. However, our allocation for September was cut to five units, which isn't up to our normal demand. Thus, unless our allocations are increased substantially, we won't have enough cheaper cars to sell anytime until the first of the year. We could easily have sold 25 cars per week for the last three weeks of July and the first week of August. Then the slow-down of inquiries began. We have fewer salesmen.

W. B. Hurst, Bill Hurst Motors (Ford), Walters—Immediate de-

livery in February. Demand off slightly. Few want to wait. Fewer salesmen.

Dick Davis, Central Motor Co. (Oldsmobile-Cadillac), Duncan—Immediate delivery in August, 1951, based on present conditions continuing through 1951. I believe new-car production will be cut 25 per cent in 1951 because of manpower and steel—the two things that are required to build automobiles. With this cut-back, market will stay up on new and 1949-50 used cars well into 1951.

Same number salesmen.

J. B. Walker, Hominy Motor Co. (Buick), Hominy—Immediate delivery now. Demand off slightly. Many prefer to wait. Fewer salesmen.

J. C. Hanks, Reliable Motor Sales (Chrysler-Plymouth), Cushing—Immediate delivery in 60 days. Demand off slightly. Few want to wait. Same number salesmen.

SOUTH CAROLINA

J. J. Altman, Altman Cadillac

A Single Product or a Dozen...
ALL FROM ONE SOURCE

Master BRAND

WATER PUMPS

**FAST-MOVING
PROFITABLE
GUARANTEED**

- COMPLETE COVERAGE
- DUPLICATES ORIGINAL EQUIPMENT
- VACUUM TESTED
- UNCONDITIONALLY GUARANTEED
- BEARINGS LUBRICATED FOR LIFE

WRITE for Latest Catalog to

CHEFFORD MASTER MFG. CO., INC.
FAIRFIELD, ILL.
Manufacturers of

Tie Rod Ends	Water Pumps	Fuel Pump Parts
Drag Links	Water Pump Repair Kits	Fuel Pump Kits
Front End	Front Wheel Bearings	Push Rods
Suspension Parts	Clutch Release Bearings	Gas Strainers
Coil Springs	Stop Light Switches	Fiction Pins
King Bolt Sets	Hydraulic Brake Kits	Bell Housing Supports
Shockole Sets	Hydraulic Brake Hose	Distributors

Means SATISFIED CUSTOMERS BIGGER PROFITS!

Master BRAND

Co. (Cadillac), Charleston—Our situation may be somewhat different from some other dealers. We have not had enough new cars since the war to supply the demand. We always have some unfilled orders on hand for those who want a Cadillac and nothing else. We could sell many more if a stock was on hand for immediate delivery, but most automobile buyers buy for immediate delivery and the majority cannot be held off for some indefinite future delivery. Same number sales-

men are on our force.

G. F. Vaughan, Vaughan Motor Co. (De Soto-Plymouth), Union—Immediate delivery by December 1. Demand off slightly. Few want to wait. Same number salesmen.

Paul H. Taylor, Paul H. Taylor Motors (Dodge-Plymouth), Beaufort—Supply normal now. Demand off slightly. Few want to wait. More salesmen.

Joe A. Carroll, H. C. Bland Motor Co. (Ford), Sumter—Immediate delivery in January. Demand

off slightly. Few want to wait. Fewer salesmen but the cut in sales force is not planned—only temporary. We expect to increase this department.

R. T. Easterling, Yonce Nash Motors (Nash), Columbia—Immediate delivery in October. Demand off slightly. Few want to wait. Fewer salesmen.

James R. Driggers, Driggers Motors, Inc. (Hudson-Willys), Lake City—Immediate delivery in October. Demand off greatly. Many prefer to wait. Same number salesmen. The 1951 models will not be available from Hudson until October. Willys also hard to obtain in popular models.

R. C. Pulliam, Wilson Motor Co. (Ford), Columbia—Immediate delivery in early fall of 1951. Demand off slightly. Few want to wait. Same number salesmen.

J. E. Dunham, president, Dunham Motors Corp. (Dodge-Plymouth), Charleston—We have some types for immediate delivery now. Demand off greatly. Few want to wait. More salesmen.

TENNESSEE

C. R. Payne, Payne Motor Co. (Studebaker), Old Hickory—Immediate delivery in 60 days. Demand still heavy. Few want to wait. Same number salesmen.

William H. Reese, Reese Motors (Ford), Fayetteville—Immediate delivery in six months. Our new-car situation is by far the best it has ever been. More demand for them and the fairest price on used cars. Used-car demands are still very high. Profit picture is exceptionally good. Same number of salesmen.

Range Motors, Inc. (Buick), Johnson City—Immediate delivery in December. Demand off slightly. Few want to wait. Same number salesmen.

John A. Jackson, Southwell Motors, Inc. (Chrysler - Plymouth), Dyersburg—Immediate delivery in September, 1951. Demand off slightly. Few want to wait. Fewer salesmen.

TEXAS

Leonard McRight, Nash Greenville (Nash) Greenville—People don't know what is going to happen. Many are waiting for war jobs, others are afraid to buy now, afraid war won't come and cars will go down. After the past period of heavy buying, car sales are due to fall off for at least six

the new improved 1951

ARROW Select Quality GENERATOR is here



- A distinctively different line of Generators that will appeal to quality conscious people.
- Their exclusive quality costs you no more than for ordinary generators.
- Your full markup is preserved — no short profit items in the line.
- Resell easily, for they are priced competitively.
- Deliveries are rapid.
- Arrow Generators more than measure up in reputation and performance to the other quality lines you carry.

We are now appointing distributors — shall we have your representative call. Write or telephone us today!

GENERATORS
STARTERS

ARROW

ARMATURES
FIELD COILS

ARROW ARMATURES COMPANY, 15 FORDHAM RD., BOSTON 34, MASS.

weeks and then I think normal good business will return. Many people in this section are waiting because they think crops are going to fail, but I think it will all come out in the wash. Same number salesmen

M. C. Gordy, Himmel Motor Co. (Studebaker), Beaumont—Immediate delivery December 1. Demand off slightly. Few want to wait. Same number salesmen.

Burl Witt, Witt Motors (Nash), Amarillo—Immediate delivery in 30 days. Demand off slightly. Few want to wait. Same number salesmen.

S. E. Reese, Reese Brothers Co. (Pontiac), Nacogdoches—Immediate delivery in 90 days. Demand off slightly. Few want to wait. Same number salesmen.

H. B. Gerrish, Bullock Motor Co. (Oldsmobile), McKinney—Immediate delivery November 1. Demand off slightly. Few want to wait. Same number salesmen.

Finis Gibbs, Gibbs Motor Co. (De Soto-Plymouth), Lufkin—Immediate delivery in March. Demand off slightly. Few want to wait. Same number salesmen.

G. L. Holman, Holman Brothers (Chrysler-Plymouth), Honey Grove—Immediate delivery by January 1. Demand on small cars still heavy. None want to wait. Same number salesmen.

N. W. Smith, N. W. Smith Motor Co. (Oldsmobile-Cadillac), Nacogdoches—Immediate delivery by November. Demand off greatly. Not much said about new models yet. Same number salesmen.

W. H. Latham, Kleas-Latham Motor Co. (Chrysler-Plymouth), Port Arthur—Immediate delivery in four months—only a guess. Demand off slightly. Few want to wait. Fewer salesmen.

G. W. Pearson, Pearson Chevrolet Co. (Chevrolet-Oldsmobile), Alvin—Immediate delivery in April. Demand off slightly. Few want to wait. Same number salesmen.

Edwin McCarroll, Cherokee Motors (Chevrolet - Oldsmobile), Jacksonville—Immediate delivery in 90 days. Demand off slightly. Few want to wait. Same number salesmen.

E. L. Halbert, Halbert Motor Co. (Ford), Frankston—Immediate delivery in June. Demand off greatly. Many want to wait. Same number salesmen.

P. M. Elliott, Elliott Motor Co. (Hudson), Kingsville—Have cars

now for immediate delivery. Demand off greatly. Many prefer to wait. Same number salesmen.

Tom Tirado, Avenue Motors, Inc. (De Soto-Plymouth), Houston—We have cars now for immediate delivery. Demand is off 50 per cent. Few want to wait. Fewer salesmen. Dealers flooded with customers at outbreak of Korean War released some of sales force which now need replacing as most of the war-buying hysteria has relaxed into just a good, fat trading market. High

production by all car manufacturers tends to take the edge off any bonus market. No heavy demand anticipated until factory production slows.

VIRGINIA

Wyatt Buick Sales Co. (Buick), Danville—We have had no new cars on hand for sale during the past 60 days and the September allotment is sold. Immediate delivery probably by December. Demand off slightly. Few want to wait. Same number salesmen.

ARE YOU A FIRST ORDER VICTIM?



EVERYBODY'S RAGS ARE GOOD ON THE FIRST ORDER!

But how about the second order, or the third? Southern Wipers, Inc., with its WIPE-MASTER brand wiping cloths, has established a sound reputation throughout the trade for fair dealing through the years. Its representatives make no false claims or promises. Above all, Wipe-Master wiping cloths are 95%

uniform—from the first order to the latest. Wipe-Master wiping cloths are carefully sterilized and processed to deliver the best cloths for the price paid. Want proof? Ask our customers! Contact your jobber today or write for name of Wipe-Master jobber nearest to you.

JOBBERS: Limited territories are still available. Southern Wipers invites interested jobbers to investigate Wipe-Master wiping cloths for their dealers. Write immediately for details on our profitable WIPE-MASTER jobber plan.

WIPE-MASTER

Wiping Cloths



SOUTHERN WIPERS, INC.

511 EAST 25TH STREET • CHARLOTTE, NORTH CAROLINA

H. Y. Vanfossen, Vanfossen K-F Motor Co (Kaiser-Frazer), Charlottesville—Immediate delivery in December. Demand still heavy. Fewer salesmen.

R. B. Clark, manager, Frazier Clark Motor Co. (Chrysler-Plymouth), Falls Church—Immediate-delivery date undetermined. Demand off 50 per cent. Very few want to wait. Same number salesmen.

Wat Fugate, Fugate Motors, Inc. (Nash), Roanoke—Immediate delivery in December. De-

mand off slightly. Many prefer to wait. Same number salesmen.

Hudson dealer—The market has returned to its June and early-July position. We were selling cars then and we are selling them now. In my opinion, the future is going to be determined by the degree of cut-back in production. A sizable reduction will naturally spur the demand for cars available.

WEST VIRGINIA

W. D. Lauton, Lauton-Jasper

PYROIL

smooths out Trouble Spots

A few ounces of Pyroil in the gas tank — 12 ounces or a pint in the crankcase — and you're all set for smoother, trouble-free driving. Pyroil causes oil to form a protective film on metal surfaces. It sets up anti-friction defense on cylinder walls and piston rings. It wipes out sludge and carbon formation. It guards against battery drain.

That's why Pyroil is your best defense against trouble spots and higher maintenance costs. Next time you stop for gas or oil, add Pyroil—add miles to your car.

PYROIL FOR AIRCRAFT ENGINES

Use Aircraft Pyroil B for lubricating oil, Aircraft Pyroil A for gasoline.



PYROIL COMPANY

522 Main Street

La Crosse, Wisconsin

Canadian Distributors:
Central Purchasing
Agencies, Ltd.
Toronto, Ontario

Southeast
McDonald & McPherson Co.
P. O. Box 452,
Atlanta, Georgia

Southern Representatives

Southeast
John T. Jolly Sales, Co.
1916—34th Avenue
Meridian, Miss.

Southwest
Hirsch-Frazier Company
807 Cotton Exchange Bldg.
Dallas, Texas

PYROIL

smooths out "Profit Drops"

Pyroil is one of those few "year around" demand products — you and your dealers can depend on Pyroil for steady profits month after month.

Pyroil is your best defense against "profit drops" — a Pyroil user won't accept a substitute!

PYROIL A DEMAND PRODUCT

has been nationally advertised in leading publications continuously since 1932 — plus radio advertising in major markets.

Let a factory representative tell you the complete Pyroil merchandising and promotion program.



Motors, Inc. (Dodge-Plymouth), Oak Hill—No idea of immediate-delivery date. Demand off slightly. Few want to wait. Same number salesmen.

James C. Thomas, Thomas Motor Co. (Pontiac), Parkersburg—Immediate delivery in February. Demand off greatly. Few want to wait. Same number salesmen.

Pontiac dealer—Demand for new Pontiacs in this area has exceeded supply by around 50 per cent since production was resumed in 1946. We have orders for four months' allocation on hand and must refuse taking orders when this point is reached.

News Briefs

(Continued from page 77)

played nearly \$4,000,000 in gems.

Among the speakers were Fred L. Haller, president of the National Automobile Dealers Association, who concluded with this appeal: "Regardless of the status of the market under which we are currently operating, let's be sure everybody in our respective selling organizations is dealing with the public in an honorable and ethical manner"; Clark D. Moody, director of NADA's Business Management Department, and Ralph W. Carney, vice-president and general sales manager, The Coleman Co., Inc., Wichita, Kan.

Ford Awarded Contract For Bomber Engines

THE U. S. Air Force announced that a contract was expected to be signed last month with Ford Motor Co. to build Pratt and Whitney 28-cylinder engines for B-36 bombers. The engine, rated at approximately 3,500 horsepower, is known as model 4360.

The engines will be built in a government-owned plant at 7401 South Cicero, Chicago.

Ford first was licensed to manufacture Pratt and Whitney aircraft engines during World War II. In a plant at the Rouge, it built 57,851 of the 2,000-horsepower Double Wasp engines before hostilities ended. The new engine is known as the Wasp Major.

Industrial mobilization planning for construction of the big Pratt and Whitney engines began late in 1948 in talks with various automobile manufacturers, the announcement said. Much of the preliminary work has been completed already, it was reported.

Look What Hudson Has for Dealers in '51!



- 4 rugged series, priced from just above the lowest!
- Fabulous new car . . . the Hudson Hornet!
- Sensational new H-145 high-compression engine!
- New Skyliner Styling inside and out!

WITH these advantages Hudson dealers cover the market!

From the lower-priced Pacemaker Custom to the fabulous new Hudson Hornet, buyers can pick their price, choose their power!

Whether he's from Main Street or Park Avenue, there's a '51 Hudson to fit your prospect's purse, to fire his imagination . . . and even the *lowest*-priced Hudson brings him the sweet-riding lowness, the marvelous roominess and safety of famous "step-down" design!

Yes, there's your product . . . now here's your deal!

Right now, with retail sales breaking twenty-year records, there are well-located Hudson dealer opportunities open in several areas for men who want action—satisfaction—profits! And remember this—the Hudson deal that's waiting for you is recognized as the fairest in the industry!

Write, wire or phone C. A. J. Hadley, General Sales Manager, Hudson Motor Car Company, Detroit 14, Michigan.

Get in with Hudson and get a deal that's a *real* deal!

Hudson for '51

Priced From Just Above the Lowest

Lower-Priced Pacemaker Custom • Renowned Super-Six Custom • Luxurious Commodore Custom • Fabulous Hudson Hornet

SOUTHERN AUTOMOTIVE JOURNAL for OCTOBER, 1950

THE
BILLY ROSE SHOW
supports Hudson dealers
weekly on coast-to-coast
ABC Television

Lloyd Gets Plans Rolling For NADA Miami Meeting

CONCRETE plans for the biggest convention in the history of the National Automobile Dealers Association, scheduled to be held at Miami Beach, Florida, January 7 to 10, inclusive, were formed at a meeting of the convention committee at Myrtle Beach, S. C., last month, it has been announced.

General chairman of the 1951 convention is J. Saxton Lloyd of Daytona Beach, Fla. Members of the program committee, who are busily preparing the most elaborate plans ever undertaken for a dealers' convention, are: Paul L. Abernethy of Charlotte, N. C., chairman and regional vice-president;

A. M. Costley of East Point, Ga., director for Georgia; Harry McArthur of Hattiesburg, director from Mississippi; C. S. Brookings of Gainesville, Clarence Holtzinger of Tampa, Fla., and Mrs. Bessie B. Ballentine, executive secretary of the North Carolina Automobile Dealers Association.

A topnotch speakers' program is being arranged, according to Lloyd. A definite commitment already has been made by Dr. Norman Vincent Peale, prominent religious leader, veteran radio commentator, author and editor, who is pastor of Marble Collegiate Church, New York City, oldest Protestant church in America.

A nationally-known industrialist and a prominent government official also will be on the speakers' program, Lloyd said.

Lentz Heads Entertainment

A convention entertainment committee, headed by Russell Lentz of Spartanburg, NADA director for South Carolina, is planning a water ski show on Indian Creek, Miami Beach, a cabaret party and fashion show at Dinner Key auditorium, and many other special features.

Under present plans, the equipment exposition, held in conjunction with the convention, will be staged in circus tents which will adjoin the convention auditorium. Chairman of the exposition committee is W. S. Edwards, Jr., of Birmingham, NADA director for Alabama and regional vice-president. Members of his committee include Byron H. King, Jr., of Orlando, Fla.; Charles B. Tutan of Miami, Fla.; I. C. Pendavis of Tampa, Fla., and Walter C. Mallory, general manager of the Florida Automobile Dealers Association.

Lloyd said he expects the greatest attendance in the history of NADA.

J. H. Roof Will Manage Sunshine at Miami

J. H. Roof, Jr., formerly with the General Motors Truck and Coach Division at Jacksonville, Fla., has been appointed manager of the Miami branch of Sunshine Motors, Inc., Willys distributor.

Roof has been in the automobile business 23 years. He first went to Miami in 1912, attending school. Roof, in 1942, entered government work.

CONFIDENCE AT THE WHEEL

SAFRYD

*click! it's on—
and your family's safe!*

THIS HIGH PROFIT ITEM

sells on sight!

SAFRYD sells itself because every motorist knows he needs it. These attractive new safety chains provide sure, visible protection against accidents. Tots can't unsnap them, but you can in an instant! You can be sure of a fine profit on a fast selling item when you start displaying SAFRYD safety chains to your customers. They're quickly installed, cadmium-unicrom plated for enduring, tarnish-free finish. Most motorists want four!

**place a trial order
and watch 'em move!**

THIS handsome 11 x 14 display card holds one dozen SAFRYD chains, mounting screws and quick installation instructions. Order trial cards from your jobber TODAY. Put one out and watch SAFRYD sell on sight!

JARRELL PLYBON
PRODUCTS, INC.
Backed by 50 Years of Manufacturing Know-How
1200 South Mint St., P. O. Box 2154, Charlotte, N.C.

'50 Greatest L-M Year, Ford Says in Texas

"LINCOLN-MERCURY has produced more than 250,000 cars up to date this year, which is by far the greatest year in our history, and we expect to continue at our present rate of production for the balance of 1950," Benson Ford, vice-president and general manager of the Lincoln-Mercury Division, told dealers of the southern region in Houston, Texas, last month.

"As for 1951, no one knows what may happen, but we at Lincoln-Mercury assure the public and our dealers that we will produce just as many cars for as long as it is possible to do so," he said.

Dealers from 12 southern states attended the sales conference at the Shamrock Hotel. The region includes the Memphis, Atlanta, Dallas, Houston and Jacksonville districts.

Joseph E. Bayne, general sales manager of the division, also attended the conference.

Other factory men present included: E. D. Longenecker, service manager; E. A. Erickson, parts



Mr. Ford

and accessories sales manager; Robert F. G. Copeland, advertising and sales promotion manager; Neil S. Brown, general manufacturing manager, and S. W. Ostrander, operations manager.

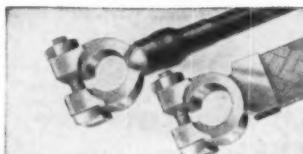
William A. Toms, southern regional sales manager at Atlanta, was host for the meeting. William D. Woods, Houston district sales manager, was in charge of local arrangements.

TBA Announces Speakers For December Meeting

THE Oil Industry TBA Group announced last month the panel of speakers for its convention at the Edgewater Beach Hotel, Chicago, Dec. 4-5.

They include: John Lyon Collier, president of The B. F. Goodrich Co.; Dr. Warren Leigh, head of the department of commerce, University of Akron; Wyeth Allen, president, Globe-Union, Inc.; J. Howard Marshall, president, Ashland Oil & Refining Co.; C. C. Garofalo, manager of retail sales development laboratory, Socony-Vacuum Oil Co.; Dr. Irving P. Krick, president, Water Resources Development Corp.; Norman H. Strouse, vice-president, J. Walter Thompson Co., and Baird H. Markham, American Petroleum Institute.

The meeting will be open to everyone interested in the manufacture, sale or service of TBA merchandise. Because the meeting will be held during the same week as the Automotive Service Industries Show, delegates will have a chance to attend both.



SELL THE TRIPLE VALUE LINE...

THE Andrews LINE!

★ RAPID TURNOVER ★ COMPLETE LINE ★ FULLY GUARANTEED

That's right! The ANDREWS Triple-Value Line is a sure profit-maker for you! ANDREWS Automotive Cables and Ignition Parts are longer-lasting, give superior performance. Remember, the ANDREWS Line has provided customer satisfaction since 1921!

— So see your jobber about the fast-selling ANDREWS ignition parts, wire and cables—or write us for the name of nearest ANDREWS jobber and our latest catalogs.

Customer Satisfaction Since 1921

Andrews
MANUFACTURING CO.

ST. LOUIS, MO.

Export Division

LIONEL-ESSEX INTERNATIONAL CORP.
NEW YORK 10, N. Y.



Preferred by over 66,000 body shops

THE INDUSTRY'S No. 1 METAL FILLER

Ready for use

AMC TRADE MARK

(WATERPROOF)

KWIK METAL
LIQUID SOLDER

METAL GLAZING—METAL FILLING
APPLIED LIKE PUTTY—HARDENS INTO METAL

MANUFACTURED BY
ATOMIZED MATERIALS COMPANY
MAGEE BUILDING PITTSBURGH, PA.

Yes, the trade's preferred permanent surface solder is Kwik-Metal ... the 100% answer to easier, low-cost metal-repair work. It's the nation's most dependable COLD solder. No heat, no flame, waterproof, rustproof, shrinkproof. Unconditionally guaranteed!

KWIK-PATCH KITS

Here is the perfect combination for large-area patching jobs. 3 profitable sizes, \$2.25, \$5.25 and Economy \$13.00.

SEE YOUR JOBBER OR WRITE KWIK-METAL DIVISION
ATOMIZED MATERIALS CO.

2002 Magee Bldg., Pittsburgh, Pa. Distributed by C. Guy Keen; Alton Sales Co.; Clair Corwell; Henry B. Swank Co.; J. M. Healy

Credit Controls May Cut Sales, Kentuckians Hear

NEW credit controls and proposed tax increases may take away some customers who have to budget closely for a new car, T. J. O'Neil, manager of new-car sales for Ford Motor Co., told the one-day annual convention of the Kentucky Automobile Dealers Association at Kentucky Dam Village state park late last month.

"In any case, it means that there will be a lot more competition for the consumer's dollar," he said. "If we are going to keep on selling cars at the present pace, we are going to need salesmen—and good ones."

He compared dealers with fight managers whose boys never get into action and admitted that the sales battle may be put off for quite a while. "But I have an idea that there is going to be a lot more action than some of us expect," O'Neil, formerly of Memphis, Tenn., added.

It probably will be many months before the need for steel in defense bites heavily into production of automobiles, barring a full-scale war, he said. "There should be no abrupt curtailment of production," he declared.

CUSTOMERS—YOUR BANK ACCOUNT

"The customer will be a much more important person in the future," J. Saxton Lloyd of Daytona Beach, Fla., told the dealers at the opening session. "Improve your relations with the customers and put them on the same basis as your bank account.

"You should decide now whether to stay in business or get out. It would not be advisable to stay half-way in and half-way out during the crisis," he said.

R. H. "Pat" Havens of Paducah discussed "The Banker's View of Installment Sales Future."

"As the installment-buying law now stands," he said, "the administrators are in some confusion as to its scope, but they are sure that it will be liberal." Policing of the law will be much closer and stricter than it was when it was in effect before, he predicted in his address.

Other speakers included: M. R. "Bud" Darlington, managing director, Inter-Industry Safety Committee; John O. Munn, ad-

sory editor, *Automotive News*; H. Clyde Reeves, Kentucky state revenue commissioner, and Guthrie Crowe, commissioner of state police.

Present officers remain for another year. They are: Orville R. Harrod, Frankfort, president; Ben Long, Louisville, secretary-treasurer, and Charles Wilson, Paducah, vice-president.

UNION COUNTY DEALERS ELECT O. B. MCLEOD

O. B. McLeod, McLeod Motor Co., Monroe, was elected president of the Union County (N.C.) Automobile Dealers Association at a recent meeting.

Bascom Baucom of Baucom Pontiac Co., Monroe, was named vice-president of the group. J. G. Waters of Waters Motor Co., Monroe, was named secretary-treasurer.

successful operators push car washing because the car owner who has his car washed is the best potential customer for additional automotive services

cold steam

blasts stubborn dirt
the washer connects to your regular air and hot or cold water supply.

no back splash
no boots or apron needed with washer.



WASH! MIT! RINSE! LET DRY!
easy effective saves time, effort in cleaning motors, parts.

HYDRO-AIR Pressure Washer \$9.95

D&M Products, Inc.
26 N. Raymond Avenue
Pasadena 1 - California
If your jobber cannot supply you, we will ship direct — postpaid

Charles R. Bonnett (left), Bonnett Oldsmobile Co., St. Petersburg, Fla., and C. C. Pippin, Jr. (right), Pippin Motors, Inc., Smithfield, N.C., are shown with G. R. Jones, general sales manager of the Oldsmobile Division, at a recent meeting of the Oldsmobile Dealer Council in Lansing. Also on the 24-man council, which represents the division's 3,800 dealerships, are J. T. Hale, Jr., J. T. Hale Motor Sales, Mayfield, Ky., and W. T. Goode, Jr., Goode Oldsmobile Co., Portsmouth, Va. The next meeting will be in December, with a different group of 24 dealers representing the 24 zones.



Automatic Transmission Tips Given in Manual

A SERVICE manual titled, "Automatic Transmissions Simplified," has been issued by The Goodheart-Willcox Co., Inc., 1321 South Michigan Ave., Chicago 5, Ill.

Prepared by Jud Purvis, technical editor of *Motor Service Magazine*, the book discusses service on the Studebaker automatic drive, Hydra-Matic, Dynaflow, Ultramatic, Power Glide, Gyro-Matic, Tip-Toe Shift, Simplimatic, Drive-Master, Vacamatic and other transmissions, as well as associated units.

The manual is extensively illustrated with photographs, sectional views, exploded views, line drawings, charts and diagrams.

There are sections on troubleshooting as well as discussions of general service procedure.

National Dealer Week Is All Set to Roll

PREPARATIONS for "Know Your Automobile Dealer Week," Oct. 22-28, are all set, officials of the National Automobile Dealers Association reported.

More than 42,000 official posters to use as mailing enclosures had been mailed to individual dealers and their associations late last month.

About 1,400 sets of mats and copy had been requested by newspapers by the last week of September and orders were coming in at about 100 a day, the NADA staff reported.

Open houses in dealerships, service specials, parades and contests are some of the activities planned by dealerships to promote the program in their towns.

MONKEY GRIP ALL-PURPOSE RUBBER MATS For Faster Selling-Easier Profits

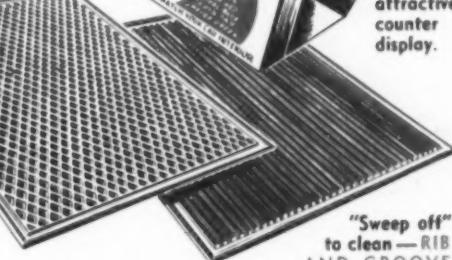
AVAILABLE IN TWO
POPULAR DESIGNS



"Shake
out" to
clean . . .
DE LUXE
DIAMOND
DESIGN



Shipping
carton
makes
attractive
counter
display.



"Sweep off"
to clean — RIB
AND GROOVE
DESIGN

5 Colors to choose from

Colors match any car interior. Wine Red, Spruce Green, Texas Tan, Black, and Royal Blue. Only 3 sizes are required to fit front and rear floor spaces in most cars. Convenient size chart for easy fitting. Made from all new rubber compounded in our own factory.

BETTER MONKEY GRIP CO.
PARTNERSHIP OF L. M. EVERETT & SONS
DALLAS • 5320 HAWTHORNE BOULEVARD • TEXAS



GET IT FROM
YOUR JOBBER

★ COLD PATCH KITS FOR SHOP AND MOTORIST
★ BLUNT DIAMOND SIZZLE PATCHES
★ TRUCK SPLASH GUARDS ★ FRICTION TAPE

HELPFUL BOOKLETS FREE

162. FOUR-PURPOSE AUTOMOTIVE CLEANER—12-page booklet on Oakite Penetrant describes safe, economical way to (1) degrease engine parts, blocks, transmission and differential parts; (2) clean radiators and water jackets; (3) steam detergent method of cleaning chassis, motors, underparts; (4) clean floors, grease pits, areas around lifts—all with one four-purpose cleaning material. Oakite Products, Inc., 627 Thames Street, New York 6, N. Y.

164. FACTS ABOUT SPARK PLUGS AND ENGINES—To say that spark plugs are alike today, and that it doesn't make much difference which you buy, is a fact. The purpose of this booklet is to give you facts to show you how vitally important good spark plugs are to efficient operation. Champion Spark Plug Co., 900 Upton St., Toledo 1, Ohio.

165. AIR BRAKE BULLETIN—Discusses the three Wagner Air Brake Systems with schematic diagrams. Principle of Wagner Rotary Compressor fully explained with cross-section drawings and photographs. Give construction and performance characteristics. Ask for KU-56-H. Wagner Electric Corporation, 6344 Plymouth Avenue, St. Louis 14, Missouri.

168. ATTRACTIVE FOUR PAGE FOLD-ER showing specifications for several models of Oakite solution-lifting stem guns. Includes all purpose, heavy duty and with high pressure air or steam. Oakite Products, Inc., 22 Thames Street, New York 6, N. Y.

169. AMMCO HONING, ENGINE BUILDING AND BRAKE SERVICE EQUIPMENT—Catalog, price descriptive, the Ammco line of Honing Machines, Brake Gages, Brake Shoe Grinders, Brake Drum Micrometers, Brake Platen Injectors, Connecting Rod Aligners, Line Boring Machines, Ridge Rammers, Portable Coolant Units and Tension Indicators. Ammco Tools, Inc., 2110 Commonwealth Avenue, North Chicago, Illinois.

171. PERMATEX FORM-A-GASKET MANUAL will contain many illustrations of important equipment on which the three types of Form-A-Gasket have been used. It, of course, emphasizes the differences between Form-A-Gasket Number 1, Number 3 and Aviation Form-A-Gasket. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

173. THREE SERVICE MANUALS covering service operations on International Trucks, Diamond T trucks, and Four Wheel Drive Trucks. Illustrates tools in action. Owatonna Tool Co., Owatonna, Minn.

174. GOOD IGNITION by Delco-Remy—A 30-page 9½x11 inch booklet covering the operation and maintenance of Delco-Remy ignition equipment. Contains 75 pictures. Will help automotive electricians understand and service ignition equipment. Delco-Remy Service Department, Anderson, Ind.

179. RAMCO SERVICE MANUAL—5th edition. Illustrated. Gives complete data on piston ring installation—also hints on locating engine trouble—causes of oil loss—pitfalls of motor-overhauling and how to overcome. Ramco Corp., 3638 Forest Park Blvd., St. Louis 8, Mo.

182. INSTRUCTION BOOKS and technical data on automotive wheel alignment, frame straightening, wheel straightening, and wheel

balancing. Other books and pamphlets available on tire conservation methods and steering adjustments. Bear Manufacturing Company, Rock Island, Ill.

183. PERMATEX TOON-OYL is a scientifically developed product. It is a combination engine-carbon solvent, sludge preventive and film pressure-equalizer. It insures smooth engine operation and gives protection against the formation of acid sludge and film breakdown. Permatex Co., 1720 Avenue Y, Brooklyn, N. Y.

184. MCCORD RADIATOR-CORE CATALOG—Replaces radiator cores for popular cars, trucks and tractors. Arranged alphabetical order, along with a size chart showing dimensions of McCord cores. It also lists complete radiators for Ford and Chevrolet. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Michigan.

185. DELCO-REMY REGULATORS—A 25-page 8½x11 inch booklet covering the operation and maintenance of Delco-Remy regulators. (71 pictures). Contains illustrations showing various steps of adjustment. Will help automotive electricians understand and service regulators. Delco-Remy Service Department, Anderson, Ind.

187. HOW TO BLEED AND REFILL HYDRAULIC BRAKE SYSTEMS—Handy pocket-size booklet contains helpful service instructions. Describes and illustrates latest equipment and methods used in bleeding and refilling hydraulic brake systems. Send for your copy of HU-17E now. Wagner Electric Corporation, 6344 Plymouth Ave., St. Louis 14, Mo.

188. NEW EIGHT PAGE BOOKLET giving complete information on the Henderson Tire Changer and how the tire changing business fits into battery and accessory sales. Write Big Four Industries, Inc., Dept. SAJ, 5988 Carthage Ave., Cincinnati 12, Ohio.

189. BURD HANDY HANDBOOK FOR MECHANICS—Information on piston ring installation; also "No Job for a Dub" for distribution by garages to their customers. Burd Piston Ring Co., Rockford, Ill.

190. CATALOG NO. 49E—Andrews Precision Products. Complete list of ignition and automotive electrical replacement parts for all model cars and trucks. Andrews Mfg. Co., 924 South Theresa Avenue, St. Louis 8, Mo.

193. CATALOG NO. 500P—Featuring the 200 popular Champ-Items Reconditioning short cuts for all makes of cars. Champ-Items, Inc., 6190 Maple Ave., St. Louis 14, Mo.

194. STREAMLINER CATALOG—Makes servicing easier on front end parts. Moog Industries, Inc., 6651 Easton Ave., St. Louis 14, Mo.

196. MCCORD MUFFLER CATALOG—Contains a complete listing of mufflers, tail and exhaust pipes and merchandising suggestions on how to make more money replacing mufflers and pipes. McCord Corp., 2587 E. Grand Blvd., Detroit 11, Mich.

198. BUELL ELECTRO-COMPRESSOR—Descriptive literature is available on a new compact compressor designed to furnish an air supply for Buell Air Horns for cars,

trucks and boats. Buell Mfg. Co., 923 W. 49th Place, Chicago, Illinois.

199. THE FULL POWER STORY and Catalog of Moog X-Plus Piston Rings for motor reconditioning. Moog Piston Ring Co., St. Louis 14, Mo.

200. AUTOMOTIVE SERVICEMEN'S HANDY HAND BOOK—a simplified reference book for the operation, checking, tune-up and repair of auto, truck, and tractor engines. Burd Piston Ring Company, Rockford, Ill.

201. PAMPHLET DESCRIBING UNIT CONSTRUCTION OF DRIVE SHAFT, BUSHING AND SEAL ASSEMBLIES, HOUSING, REPAIR KITS, REPAIR UNITS, TRANSMISSION CASE, BALL SEATS for Chevrolet cars, pick-ups and most GMC pickups. National Machine Works, P. O. Box 4306, Oklahoma City 9, Oklahoma.

202. VAN NORMAN CONDENSED CATALOG—A complete and concise manual covering all heavy duty shop equipment for the jobber shop, the independent garage shop or the car dealer shop. Van Norman Company, Auto-motive and Aircraft Equipment Division Springfield 7, Mass.

203. NEW BLACKHAWK PORTO-POWER CATALOG NO. F 46, AND PRICE SCHEDULE—Includes "catalog of uses", covering Porto-Power service in repairing, rebuilding and reconditioning. Write Blackhawk Mfg. Co., Catalog Dept., P. O. Box 618, Milwaukee 1, Wise.

204. WILLARD STORAGE BATTERY CATALOG—Complete technical specifications for storage batteries for every application. Liberally illustrated. Replacement information. Explanation of battery construction features. Willard Storage Battery Company, 246 E. 131st St., Cleveland 1, Ohio.

205. AIRTEX FUEL PUMPS AND ANTI-PULSATION GASOLINE FILTERS—New and Rebuilt Fuel Pumps, Combination Fuel and Vacuum Pumps, Repair Kits and Anti-Pulsation. Catalog AX64. Airtex Automotive Division, Inc., Fairfield, III.

206. WILLARD SERVICE EQUIPMENT—Charging Equipment, Parts, Service Accessories, Service Tools, Testing Equipment. WILLARD STORAGE BATTERY COMPANY, 246 E. 131st Street, Cleveland 1, Ohio.

207. HOW TO MAKE MORE MONEY REBUILDING CARBURETORES—Describes, for the first time, how an average mechanic can start a carburetor repair business with the revolutionary "Hygrade Finger-System of Carburetor Rebuilding." Tells how he can earn an extra \$2.75 per carburetor and chop 25% off work time. Hygrade Products Division, Standard Motor Products, Inc., Long Island City 1, N. Y. Y.

208. THE LAMSON NO. 50-A AUTOMATIC CATALOG—A complete reference book on the most popular sizes of cup screws, nuts, lock nuts, cotter pins, stove bolts, lock washers, flat washers, expansion plugs, studs, starrett bolts and washers, ring gear, rivets, tractor bolts, high nuts, U bolt rods, spring clip and spring center bolts, battery bolts, license plate bolts. List prices, weights, dimensions, and package quantities are given. The Lamson & Sessions Co., 1971 W. 35th St., Cleveland 3, Ohio.

209. SERVICE MANUAL FOR THE DOCUMENTOR OF MOTORS—A comprehensive and thorough reference book which puts special emphasis upon the dimensions of reducing oil consumption and the proper procedure for piston ring installation. It includes special instructions to follow when working upon certain makes and models of cars, a listing and description of recommended ring tools, and an interesting, informative account of the development of the modern automotive piston ring. It is a non-technical explanation of a technical subject. Perfect Circle Co., Hagerstown, Ind.

210. BATTERY SERVICE MANUAL—Prepared by Association of American Battery Manufacturers as an authentic reference and guide for everyone interested in automotive storage batteries. It is complete in its coverage of the subject and is simply written and so profusely illustrated that service men and car owners will find it easily understandable. Distributed by Auto-Lite Battery Corporation, P. O. Box 931, Toledo, Ohio.

211. WIRE & CABLE CATALOG—A 24 page catalog covering every automotive use of

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Name _____

Company _____

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Tear out and mail to Southern Automotive Journal, 804 Peachtree St. N.E., Atlanta 8, Ga.

electric wire and cable, complete with specification data—Electric Auto-Lite Co., Merchandise Division, Champlain & Chestnut Sts., Toledo 1, Ohio.

195. CATALOG presenting the entire Yankee line of lamps, mirrors, and specialties in twelve pages. Each item is illustrated, text given in condensed form. Items are classified for quick reference. Catalog is Kalamazoo punched for filing. A separate page is devoted to a description of the various point of sale aids. Yankee Metal Products Corporation, Norwalk, Connecticut.

197. SPARK PLUGS—Complete specification catalog including 1950 applications—specification wall chart for passenger cars to 1950 with power ratings, revving charts, indicator and data book also available. This service tool is designed to assist service men in diagnosing spark plug heat range problems. The Electric Auto-Lite Company, Merchandise Division, Champion Chestnut Sta., Toledo 1, Ohio.

202. TECHNICAL MANUAL—Complete reference and technical manual. Over a hundred pages of detailed reference on engine repair and specifications. Koppers Company, Inc., Piston Ring Division, P. O. Box 626, Baltimore 3, Maryland.

204. AMERICAN HAMMERED PISTON RINGS—A five color descriptive catalog covering American Hammered Piston Rings. Includes a price list with current specification catalog giving list prices of available sets. Koppers Company, Inc., Piston Ring Division, P. O. Box 626, Baltimore 3, Maryland.

216. "BEHIND THE SCENES"—Facts and figures on how heavy duty Ignition Parts differ from others and why they are needed. "BEHIND THE SCENES" describes how long life, peak performance are built into heavy duty ignition parts. Written in non-technical language. STANDARD MOTOR PRODUCTS, Inc., Long Island City 1, N. Y.

229. VALVE SERVICE MANUAL NO. 150 up to date information on motors, special emphasis on valve assembly and disassembly. E-D Manufacturing Co., Lancaster, Pa.

249. CATALOG NO. 47-A AND SUPPLEMENT describes car application data on generators and starters for cars and trucks. Contains valuable interchangeability data on all passenger care through 1950, rating generator and starter armature applications for the popular trucks. Arrow Armatures Co., 15 Fordham Road, Boston 34, Mass.

250. CATALOG NO. 59-G describes our complete line of generator and starter motors. Complete car application data is included in this booklet for all passenger cars and popular trucks through 1950. Arrow Armatures Co., 15 Fordham Road, Boston 34, Mass.

257. RUBBER PRODUCTS—A condensed catalog designed for parts reference work just released. It contains handy simplified identification and illustrations of floor mats, pedal pads, motor mounts, and rubber bushings. Anchor Rubber Products Co., 1724 Lenox Ave., Cleveland 12, Ohio.

259. "SALES CLINCHER" FOLDER—This booklet gives you the know-how and selling project for Buell Air Horns and how you can sell them. Answers every objection made to air horns and tells how Buell overcomes them. Buell Mfg. Co., 923 W. 49th Place, Chicago, Ill. Illinois.

260. FACTS ABOUT IGNITION CONTACTS—This booklet tells how design, materials, fabrication methods and manufacturing precision affect the function of this vital electrical part. Many hints on the curing of ignition ills are given. Write Echlin Mfg. Co., 242 East St., New Haven 5, Conn.

262. OIL FILTER MERCHANDISER—Those Extra Dollars and how to get them in oil filter service sales. All the facts on new Wix sales tools. Cabinet Merchant and Wix Director. Wix Accessories Corp., Gastonia, N. C.

263. HAND TOOL CATALOG NO. 557—90 extra pages of modern Hand Tools for all phases of automotive repair and maintenance, showing the right tool or tool set for practically every job. New Britain Machine Company, New Britain, Conn.

267. AUTOMOTIVE BEARINGS—Catalog 48-CB—a 44 page listing of connecting rods, cam shafts and main bearings for cars, trucks and tractor engines. Johnson Bronze Co., New Castle, Pa.

270. WHAT YOU SHOULD KNOW ABOUT COOLING SYSTEMS—What you should do to help your customers—the inside story of engine cooling—cooling system trouble—what to do when engines overheat—how to sell

cooling service—these topics fully covered in a four color 16 page booklet by Warner-Patterson Co., 20 S. Michigan Avenue, Chicago 5, Ill.

271. RADIATOR CORES—A 32-page book, No. 120, of replacement cores for passenger vehicles, buses, trucks, tractors, and industrial equipment. Contains specifications, prices and dimension diagrams for ordering. Lake Auto Radiator Mfg. Co., 5000 Euclid Ave., Cleveland 3, Ohio.

272. FREE CATALOG BULLETIN NO. 1000 describes Blackhawk's new "portable lift," the J-17 LIFF-POST Hydraulic Jack. Blackhawk Mfg. Co., Milwaukee 1, Wisconsin.

274. BRAKE LINING BONDING—A 6-page bulletin compiled to satisfy the need for complete, up-to-date information on bonding of lining to brake shoe. asbestos Mfg. Co., Dept. E. N., Huntington, Ind.

277. ELECTRICAL SWITCHES—The 1948 Cole-Hersee line consists of automotive switches, truck and trailer connectors, accessories and miscellaneous automotive electrical equipment. Address Cole-Hersee Company, 29 Old Colony Avenue, Boston 27, Mass.

279. COLD SOLDER USED FOR BODY REPAIR—An attractive folder describing the uses in the body repair shop of the new KWIKMETAL Cold Solder. Folder describes the safe use of the new metal solder which applies like putty and hardens almost immediately into metal. Atomized Materials Company, Inc., Magee Building, Pittsburgh, Pa.

284. THE ABC'S OF SELLING SHOCK ABSORBERS—A 20 page, pocket-size folder, humorously illustrated and down-to-earth. It gives full facts on shock inspection, selling techniques and important data on Briggs Shocks with patented piston and new O-Ring Seal. The Briggs Shock Absorber Company, Division of The Gabriel Company, New Haven 5, Conn.

283. FACTS ABOUT IGNITION COILS—Learn what characteristics of a coil are needed for top motor performance, the significance of coil polarity, why an engine skips at low speeds and many other tips on ignition service. Echlin Mfg. Co., 242 East St., New Haven 5, Conn.

285. ATTRACTIVE CALENDAR TYPE DESCRIPTIVE LITERATURE showing Castomatic bar solders and superiority over hand-cast bars by controlled cooling and automatic operation. Every bar has some melting point. Federated Metals Division, 120 Broadway, New York 5, N. Y.

297. FREE SOLDER LITERATURE—A four page folder, "Some Properties of Soft Solders," offered gratis. Included are facts which will enable the reader to choose better the solder suited to his work—hand—melted, tin plate, disk, cables on joints, strengths, estimated lead values, etc. Write FEDERATED METALS DIVISION, American Smelting and Refining Company, 120 Broadway, New York 5, N. Y.

298. AIR IMPACT TOOLS—Full details and prices on all types of tools. Bulletin 812 for capacities to 5000. Bulletin 2066 for heavy jobs such as Spring U-Bolts, tractor tracks, etc. Chicago Pneumatic Tool Co., 6 East 44th Street, New York 17, N. Y.

300. THE RICHLITE MFG. CO. has available for distribution a colorful and fully illustrated 20 page catalog of door seal defectors, window defectors, interior door handles and many other quality automotive accessories and parts. Richlite Mfg. Co., 2326 Indiana Avenue, Chicago 16, Illinois.

301. BONDING VS. RIVETING. Four page bulletin listing the advantages and disadvantages of bonding in comparison to riveting, replacement brake lining. GATKE CORPORATION, 228 North La Salle Street, Chicago 1, Illinois.

305. MICROFINISHING INCREASES BEARING LIFE—A new service booklet, Stop Starting Failures, for the benefit of users of recommended crankshafts. Booklet clearly shows the cause of most early bearing failures, and how Microfinishing prevents them, also lengthens bearing life. Storm-Vulcan, Inc., 2504 Commerce Street, Dallas, Texas.

307. VAL-VIN-HED—Attractive catalog sheet containing information about the new VAL-VIN-HED-SILENCER designed to perform three important functions in a motor with overhead valves and rocker arms. Silences valve clicking noise, provides overhead lubrication and protects against moisture condensation. Joe L. Eates Co., Winder, Ga.

308. BOOKLET OUTLINING 21 STEP METHOD OF APPEARANCE RECONDITIONING for used cars and trucks both interior and exterior for that NEW LOOK. R. M. Hollingshead Corp., 149 Cooper Street, Camden 2, N. J.

309. OIL FILTER & REFILL, RAPID REFERENCE CATALOG has easy-to-use Replacement Chart which alphabetically lists makes of cars and cross-indexes makes of filters. Cars, trucks, buses and tractors. Illustrates and describes Champion Multi-Seal and Standard Refills, plus retail promotional helps. Champion Laboratories, Inc., Catalog Dept., 122 Charles St., Meriden, Conn.

310. TRUCUT PISTON LATHE—Bulletin on a new product, power driven, rapid, accurate re-ring jobs. Cleans bores, drills accurate centers—cleans centers in less than 4 minutes per set of pistons. Frank N. Wood Co., 344 W. Main St., Waukesha, Wis.

313. SUPPLEMENTARY AUTOMATIC ELECTRICAL REPAIR EQUIPMENT described in Frank N. Wood Co. bulletin TRUCUT Mica Undercutter, Mica Undercutter Attachment for general purpose lathe, Armature Shaft re-threading Tool, Armature Tester. Frank N. Wood Co., 344 W. Main St., Waukesha, Wis.

314. NEW 1950 ISSUE BRAKE PARTS CATALOG—A handy ONE-POINT reference to fast-moving brake parts and linings covering popular models of cars and trucks. Catalog also lists complete stock of shoe exchange sets, as well as Co-Max bonded lining segments available to those interested in bonding lining in their own shops. Wagner Electric Corporation, 6400 Plymouth Avenue, St. Louis 16, Mo.

316. CHAMOIS AND SPONGES—Catalog containing information about Chamoids and Sponges for heavy duty and continuous use or cheap for resale to occasional users. All types; also wool wash mitts, Loofah-type Rug Sponges. Schroeder and Tremaire, Inc., 1711 Delmar Blvd., St. Louis 3, Missouri.

317. GRIZZLY BRAKE BONDING CATALOG—Describes equipment for conditioning shoes for bonding; power pressure gas heated bender; clamping devices and gas and electric ovens for bonding. Complete listing of Saitbond segments and applications. Grizzly Mfg. Co., Paulding, Ohio.

318. SMITHY'S MUFFLER CATALOG—Contains factual Dynamometer, Horse Power, Back Pressure and Mileage Charts also complete listing Single Custom Built Replacement Mufflers for all cars and Dual Exhaust Systems for V Type Motors. Smithy's Muffler Mfg. Co., 1716-18 Naud St., Los Angeles 12, Calif.

320. NEW DEALER CATALOG OF MOTOR REBUILDING EQUIPMENT features the complete Storm-Vulcan jobbing line of engine rebuilding machines, attractively priced in two colors, punched and slotted for inclusion in jobber salesmen's catalogs. Storm-Vulcan, Inc., 2504 Commerce St., Dallas, Texas.

322. NEW 33 PAGE CATALOG of light and reflecting equipment is now available upon request. Do-Ray Lamp Co., 1458 S. Michigan Avenue, Chicago 5, Ill.

325. FREE CATALOG BULLETIN describing and illustrating in colors the four products in the AGS line Door-Ease Stainless Stick Lubricant—used for lubricating car door locks; Graphited Lock Fluid—removes squeaks, hitches, brake fittings; RuGlyde Rubber Lubricant—removes squeaks from rubber parts and fittings, lubricates; Lock-Ease—Graphited Lock Fluid makes locks work easier, guards against rust and wear. AMERICAN GREASE STICK CO., Muskegon, Michigan.

327. SIGNAL-STAT CATALOG AND INSTALLATION INSTRUCTIONS describes and illustrates Signal-Stat Directional Signal and Safety Equipment for passenger cars, trucks and buses. Signal-Stat Corporation, Kent Avenue, Brooklyn 11, N. Y.

329. SOLDERLESS TERMINAL SERVICE KITS for both primary and spark plug wiring are described in the Lynn Lightning Terminal Catalog. Vaco Products Co., 317 E. Ontario St., Chicago 11, Illinois.

333. SCREWDRIVER HANDBOOK-CATALOG covering over 300 different types and sizes of plastic handle screwdrivers. Contains complete screw reference charts and other important data. Vaco Products Co., 317 E. Ontario St., Chicago 11, Ill.

Jobber News

(Continued from page 81)

The most frequent reply was similar to the one which came from Purchasing Agent P. W. Shaw of Womwell Automotive Parts Co., Lexington, Ky.:

"Inventory about the same. We are not buying too much in anticipation of shortage. Back orders have more than offset any increased stock we have ordered."

And "Jim" Bagwell of Bagwell-Elliott Co., Charleston, S. C., picked up a sheaf of invoices on which the most noticeable feature was the long string of "BO" appearing where that firm had sought to place normal orders with suppliers.

"Here's what we were ordering about this time last year," said Bagwell as he turned to another sheaf of papers. "Now notice here that we had not tried to get a lot of extra stuff to hedge against possible shortages later. But you'll see that where we had ordered 100 of some items, the factories have back-ordered 25 to 90 or maybe the whole 100."

A Missourian reported tersely: June 1, 1950, inventory \$210,000; August 31, 1950, \$206,500 (a drop of \$3,500).

"No increase" in size was reported by Manager T. C. "Buddy" Garrett of the Automotive Division of The Schoellkopf Co., Dallas, Texas.

SORRY FELLOWS, IF DELIVERIES ARE A LITTLE SLOW---THEY EVEN HAVE ME MAKING
SOUTHERN FIBER BLOCK



SOUTHERN FRICTION MATERIALS CO. CHARLOTTE, N.C.



Here's a shot of the Black & Decker sales engineers attending a regional meeting for the Atlanta, Baltimore and Charlotte territories in Towson, Md., last month. Among those shown are: A. Lee Proctor, Atlanta branch manager; R. A. Brown; H. M. Boatwright; E. O. Gulley; H. P. Reeves; J. F. Spain, Baltimore branch manager; D. L. Harrison; D. A. Muth; V. Muth; L. G. Quick; G. M. Buchanans, who is Charlotte branch manager; G. C. Southerland and L. Tufts.

"Up ten per cent" was the report from one Charleston, S. C., firm, and a south Georgia wholesaler reported "inventory up 30 per cent."

Among the reports from the wholesalers were:

R. S. Woodham, partner, Tallahassee Auto Parts, Tallahassee, Fla.—"About the same. We have not and do not intend to try and order from every salesman who comes in. Some factories have announced a policy that I think is very good. That is, do not ship to any jobber more than the average of what he has been buying in the past. If all manufacturers would do that, every jobber would get about all the merchandise he needs. Inventories would not rise to a dangerous level and very few shortages would then occur."

George V. Gilbert, president, Piedmont Auto Exchange, Charlotte, N. C.—"Smaller. Merchandise getting hard to get."

R. F. Kirby, secretary, Car Parts Depot, Inc., El Paso, Texas—"So far no effect at all."

Ned Holland, manager, Holland's Auto Supply, Greenville, S. C.—"Same. No increase."

Glen H. Day, manager, Cornelius Motor Supply, Inc., Pampa, Texas—"About the same."

L. Schedler, office manager, New Orleans, La.—"Our inventory now is about seven per cent higher than before the Korean War."

John D. Harvey, partner, Harvey-Merrithew Co., Ltd., manufacturers' representatives, Dallas, Texas—"Holding its own, but a —— of a hard battle to hold it



S. D. "Sam" Katz, formerly district supervisor in the Southeast for Thomas A. Edison, Inc., Automotive Division, has been appointed sales manager of Spontane Manufacturing Co., Atlanta. He has been inactive since July, 1949, when he had to retire from the road because of his health. He was with Edison-Splitdorf Corp. from 1906 until 1949 and was a member of their Old Timers' Club. He is a member of Automotive Booster Club No. 6, holding an honorary life membership.

up. Our only concern right now is serving our jobbers to the best of our ability, and not let 'scare' buying run away with our inventory, both in the warehouse and in the factory as well."

Charlestonian's Father Dies

C. O. Elliott, 85, of Mount Pleasant, S. C., father of J. Walter Elliott, partner in the Bagwell-Elliott Co., Charleston, S. C., died last month.

Jim Bagwell and Walter Elliott must be feeling something like what Johnnie calls "growing pains." This is how the Bagwell-Elliott Co. exterior looks now, after the Charleston, S. C., firm acquired the section at the left of the sign, making the total facilities embrace a frontage of 50 feet and depth of 190 feet, in contrast to the 30-foot frontage and 100-foot depth when the firm opened on July 8, 1946. It added 90 feet in the rear in March, 1948. Claude Horres, store manager, and Tommie Files, who keeps the perpetual inventory, were the first employees and are still with the company.



If Wage Freeze Comes, NSPA Gives Answer

IF THE federal government re-establishes wage controls, members of National Standard Parts Association will have help in adjusting to the situation. A four-page folder containing a list of 69 job titles and descriptions for automotive wholesalers has been issued by the association, together with a recommendation that all members adopt such classifications and appropriate wage schedules.

Employers who have wage schedules in effect, showing all classifications together with wage ranges, will have more leeway in granting wage raises under controls than firms without such schedules, according to J. L. "Jack" Wiggins, executive vice-president.

The folder is available to interested wholesalers as long as the supply lasts from National Standard Parts Association, 8 South Michigan Ave., Chicago 3, Ill.

Irving Sirokin, manager of Solloway Auto Supply, Tulsa, Okla., had a record week in September with a new Olds "88" and a new baby, Steven Michael, arriving at almost the same time.

"Auto-Lite batteries have been added to our lines at the Lexington and branch stores," P. W. Shaw, purchasing agent for Womwell Automotive Parts Co., Lexington, Ky., reported last month.

"We recently added Vulcan Spring Co. to our lines," Partner John Harvey of Harvey-Merrithew Co., Ltd., Dallas, Texas, reported last month.

Here's the tester
EVERYONE has been
waiting for.....

Shurhit
Visual-Circuit
**SPARK COIL
TESTER**

LIST PRICE
\$22.45

The most practical coil tester ever developed...

With a flick of the switch, you can observe and compare the spark of the coil being tested with that of the built-in factory tested coil—under actual operating conditions. The Model CT-3 Shurhit Spark Coil Tester can be used on the counter, in the shop and on the road. Tests ignition coil without removing from car.

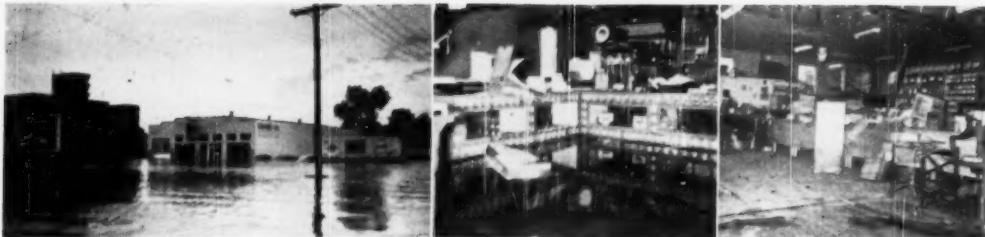
Turn the Knob

Use it

- In the counter
- In the shop
- On the road

Shurhit

SHURHIT PRODUCTS INC. • WAUKEGAN, ILL.



Let C. E. Silver of Silver's, Inc., Enid, Okla., tell you about it: "Enclosed find some photos of our recent flash flood that may be of some interest. It came up in about 20 minutes and covered about 50 blocks with a loss of some \$20,000 to us and

\$2,000,000 to the city. The loss was complete, as no one had flood insurance. Our basement was full and overflowed to a height of 37 inches on the main floor." The pictures fill you in on the actual details of the flood's damage.

Artley, Johnson and Orr Take On the King Line

APPOINTMENT of three representatives of the King line has been announced by The Electric Heat Control Co., Cleveland, Ohio.

H. M. "Ham" Artley of Philadelphia will handle Virginia, Delaware, Maryland and part of Pennsylvania. Before joining King, he was with Allen Electric and Equipment Co. for 14 years.

Harvey Johnson of Atlanta will cover Georgia and Florida. He has been in the automotive maintenance field 25 years and with Sun Electric Co. for four years.

E. S. Orr of Cincinnati has been named for Kentucky, West Virginia and southern Ohio. He was

formerly national service manager for Allen Electric.

Goerlich Names Warren Katz

Warren Katz of Atlanta is now representative in the southeastern states for Goerlich mufflers and pipes and Dynatone mufflers and tailpipe extensions. He will cover Alabama, Florida, Georgia, Mississippi, North and South Carolina, Tennessee and Virginia.

Baton Rouge Firm Opens

George Butler, well known to the trade in Baton Rouge, La., recently opened Quality Auto Parts & Supply Co. at 1936 North Street in that city. The firm will carry a complete line of replacement parts, Butler said in an announcement.

Bendix Names Southerners

P. A. Heber has been appointed southeastern zone manager for Bendix Products Division of Bendix Aviation Corp. and H. C. Smith has been named field representative at Richmond, Va., for Bendix.



Coincidental with reopening of school for the fall term in Dallas, Texas, a newspaper photographer, seeking atmosphere for a picture that would emphasize safety for the sake of thousands of school children, picked this poster for his subject. Published in a Dallas newspaper, the picture created widespread and favorable publicity for Automotive Booster Club, S.W. No. 4. The sign shown is one of ten stressing safe driving and purchased by the club. The signs, along with dozens of others sponsored by other clubs, are located in and around Dallas.

**SPONTANE
STEAM CLEANER**

**ALL MODELS
NOW PROTECTED
WITH A
5-YEAR
GUARANTEE**

**SPONTANE MFG. CO.
INCORPORATED
110 Pear Street, S. E. • Atlanta, Georgia**

Tuthill Appoints Klier

G. W. Klier Co., Atlanta, has been appointed sales representative for Tuthill Spring Co. in Alabama, Mississippi, Florida, Georgia, North and South Carolina, Virginia and Tennessee.

Styron Adds Atlas

Art Styron & Associates, Atlanta, has taken on the line of the Atlas Asbestos Co. of North Wales, Pa., Art Styron announced last month.

Alabamians Meet Oct. 22

The fall meeting of the Automotive Wholesalers' Association of Alabama will be held in Montgomery on Oct. 22-23, Executive Secretary Nathan M. Roberts has announced.

It was a seven-pound, two-ounce baby girl for proud father **Bill Miller** last month. He's city territory salesman for **Cornelius Motor Supply, Inc.**, Pampa, Texas.



George S. Lamson, manager of the Automotive Replacement Division of Thermoid Co., has been elected vice-president. Lamson has been with the firm since 1935, part of that time as southeastern division manager. He has been manager of the replacement division since 1949.

Tuthill Names Nelson For Spring Sales

DON Nelson has been appointed sales manager for the Tuthill Spring Co., Chicago, to supervise its Replacement Spring Division.

Nelson has been in the replacement spring business for many years, most recently in charge of sales for the Burton Auto Spring Co., Chicago.

Utermohlen Goes to W. Va.

Rudolph F. Utermohlen is now district representative for replacement sales of American Brakeblok Division in the West Virginia-Ohio territory. He has been with the division for several years, most recently as district representative in the Memphis-New Orleans territory.

Van Auken Names Hirsig

Lawrence M. Hirsig Co. of Jacksonville, Fla., has been appointed representative for Van Auken, Inc., in Kentucky, Virginia, West Virginia, North and South Carolina, Tennessee, Georgia, Alabama, Mississippi and Florida.

Clarence P. Hart, north territory salesman of Cornelius Motor Supply, Inc., Pampa, Texas, has been recalled to active duty as a captain in the field artillery. Manager Glen H. Day reported last month.

Factories Forwarded Bids To 1951 Southwest Show

FORMAL invitations to manufacturers to participate in the ninth annual Southwest Automotive Show in Oklahoma City, Okla., next April were to have been mailed by Sept. 15, according to an announcement from the office of D. A. Johnson, show manager.

Dates for the show are April 26 to 29, inclusive, and the site is the Oklahoma City Municipal Auditorium. The 1950 show was held at San Antonio.

In a letter to prospective exhibitors, Johnson warned that as has been the case for several years, space in Oklahoma City will be insufficient to accommodate all who want to display. It is advisable, he added, for manufacturers to return applications promptly.

For those who can be accommodated, however, the auditorium in Oklahoma's capital city is ideal for exhibitions, according to Johnson. And since the forthcoming show will be the first for Oklahoma, intense interest in that territory is expected. Furthermore, attendance is expected from Kansas and Missouri, in addition to the normal influx from Arkansas, Texas, Louisiana and New Mexico.

Several additional promotion features have been decided upon by the show committee for 1951, Johnson reports, these to include mass distribution of folders, personal telephone calls to the heads of firms connected with the industry and an array of attendance prizes.

W. H. Vicks, president of the

Oklahoma City Hardware Co., is president of the Southwest Show for 1951.

B-37 Entertains Jobbers

Jobbers in the Oklahoma City area have been invited to a two-day sales conference and party at the Biltmore Hotel, Oklahoma City, Oct. 20-21. The meeting is sponsored by Automotive Booster Club B-37. Both Friday and Saturday will be spent in sales conferences with factory representatives, with a banquet scheduled for Friday night.

AERA to Meet in Chicago

The Hotel Sherman in Chicago has been selected as the site for the annual convention of the Automotive Engine Builders Association May 7-9. Arrangements for conference-booth space and advance registration will be handled through association headquarters at 419 North Capitol Ave., Indianapolis 4, Ind. Forms will be mailed to members soon after the first of the year, officials said.

Speaker Appoints Strausz

Strausz, Inc., Atlanta, has been appointed representative for The J. W. Speaker Corp. of Milwaukee in the Southeast, C. Y. Strausz announced during last month.

Paul E. Legg has been appointed production manager of Spontane Manufacturing Co., Atlanta.

STANZEL'S Super Sealer

Nothing Like It FOR Repairing Cracked Blocks

Made at STANZEL and DES MOINES Order a Carton (20 cans) NOW!

Pay Postman \$5.00 on Delivery

Address Postcard to: STANDARD FACTORIES, INC. Des Moines, Iowa

Map showing routes: 92 TO OMAHA, 169 TO KANSAS CITY, 28 TO WINNETKA, 92 TO CHICAGO.

Many a town Has made a Stop-gap BUT Only one Stop-gap Has ever made a TOWN.

Product display showing various sizes of Super Sealer containers.

Piedmont Exchange Plans \$100,000 Building

PIEDMONT Auto Exchange, Inc., will erect a \$100,000 building at the corner of Third and Davidson Streets, Charlotte, N. C., President George V. Gilbert announced last month.

It will be a two-story structure of brick and concrete and will contain 35,000 square feet of floor space. A parking lot 50 by 100 feet will accommodate cars of employees and customers.

The bottom floor will be used for the machine shop and warehouse. A mezzanine will house the offices, and the parts department and display area will be on the second floor.

The company was established in 1916 and operates 14 branch stores in the Carolinas and Tennessee. Gilbert is first vice-president of the Southeast Automotive Show.

Other officers of the firm in-



Colonel James McEwen Cherry, senior partner in the McEwen Cherry Co., Nashville, Tenn., has received orders to report for duty. After an orientation period in Washington, it is understood he will be assigned as staff aide to Major General Lewis B. Hershey and will headquartered in Atlanta with the Third Army, operating throughout the southeastern states. He served six years in World War II and was decorated with the Legion of Merit. Activities of McEwen Cherry will continue under the supervision of W. Walker Cherry, his brother.

Conditions to Draw Many to ASIS?

Field trips by SAJ editorial staff members uncovered last month comments by a number of southern jobbers to the effect that whereas they had not been planning at first to attend the Automotive Service Industries Show, now they had changed their minds because of the changing conditions.

Said one:

"Some factory men already have begun calling on me less than they used to when they were flush with merchandise. Now that some of them can't fill our orders at once, they're not coming by as often. I've decided to go to the ASIS this year because I know that's one way to renew my contact with the factory executives. And it may be that I'll go there to look around for some additional lines or supplemental sources of supply—if things should take a decided turn for the worse in the international situation."

Several other jobbers interviewed virtually echoed this comment.

clude: W. P. Cassels, vice-president and sales manager; Dowd M. Biggers, vice-president and general manager, and W. E. Diggle, Jr., secretary and treasurer.

McDonald Auto Supply Works on New Home

THE new home of McDonald Auto Supply Co., Amarillo, Texas, is expected to be ready for use sometime next month, Stan Thatcher, owner and manager, announced last month. Fire destroyed more than half the company's facilities last June.

The building, one block west of the old site, will provide 30,000 square feet of space on two floors. The lobby will be 100 feet long, with a 65-foot counter, and the shop will be 80 by 24 feet. A 135-foot parking apron is another feature.

The building will contain the latest facilities, Thatcher said, and will be air-conditioned throughout.

Dowdy Opens at Bastrop

Dowdy Auto Supply has been opened at 223 North Franklin St., Bastrop, La., by Myron L. Dowdy, formerly of Stephenville, Texas. J. C. Dowdy, his brother, is associated with the firm.

Ohio Piston Buys Deluxe Products

THE Ohio Piston Co., Cleveland, Ohio, has bought the machinery, tools, patterns and equipment of the Deluxe Products Piston Division, James S. Allan, president of Walker Manufacturing Co. of Wisconsin and Deluxe Products, announced.

Machinery and equipment will be moved to Cleveland and consolidated with the facilities at the Ohio Piston plant at 5340 Hamilton Ave., Dan P. Shaw, vice-president, said. This will increase Ohio Piston's capacity about 25 percent.

Carolina Boosters To Fete Jobbers

A HALLOWEEN party for jobbers and Boosters will be given Oct. 28 at the Selwyn Hotel, Charlotte, N. C., by Carolinas Automotive Booster Club B-33, Harvey G. Larson, secretary, reported last month.

James H. Maner is chairman of the program committee for the get-together. Ervin J. Rust is president of B-33.

Strausz Takes On Sprayit

C. Y. Strausz of Atlanta has been appointed representative in his area for The Electric Sprayit Co. of Sheboygan, Wis. He will handle the complete line of compressors and paint-spraying equipment, according to E. J. Formhals, sales manager of Electric Sprayit.

"We recently added Standard battery cables to our lines," Manager Ned Holland of Holland Auto Supply, Greenville, S. C., reported last month.

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Southern Jobbers' Volume Up Three Per Cent in '50

SOUTHERN jobbers experienced an increase of more than three per cent in gross volume the first six months of this year over the same period last year.

But a survey by SOUTHERN AUTOMOTIVE JOURNAL of the 3,021 known wholesalers in the 19 states and the District of Columbia showed declines from the '49 comparison in Alabama, Delaware, Kansas and Missouri. A sprinkling of reports gave increases, on the other hand, of 50 per cent to as much, in one case, as 500 per cent over the first six months of last year.

Tabulations were made from the 779 replies which showed a net increase of 3.2 per cent. However, in order to avoid distorting these figures, the reports of extremely high volume increase, such as 50 per cent or more, were not calculated into the average of 3.2.

The tabulation, by states:

Reporting Jobbers	Increase or Decrease
42 Alabama	-0.05%
20 Arkansas	2.00
5 Delaware	-3.00
8 D. C.	2.25
62 Florida	6.97
65 Georgia	4.54
39 Kansas	-4.30
29 Kentucky	7.54
30 Louisiana	7.56
24 Maryland	4.52
18 Mississippi	1.88
59 Missouri	-0.89
8 New Mexico	5.14
77 North Carolina	6.41
31 Oklahoma	0.44

24 South Carolina	1.50
44 Tennessee	2.74
128 Texas	3.12
42 Virginia	3.33
14 West Virginia	1.21
10 Miscellaneous	2.11
779	3.20

Truslow and Kleier Will Address NSPA

H. B. TRUSLOW, president of Richmond Auto Parts, Richmond, Va., and also president of the Automotive Engine Re-builders Association, and Vernon Kleier, general manager of Jarvis Auto Supply Winfield, Kan., and ex-president of the Southwestern Automotive Wholesalers Association, will be two of the principal speakers at the convention of National Standard Parts Association on Dec. 1-2.

The Automotive Advertisers Council will present its program built around the slogan, "Care Will Save Your Car." A panel discussion by the winners of the NSPA salesmen's contest, with Morrill Palmer of Joliet, Ill., as moderator, will be a feature of the general session Saturday morning.

Other speakers include: Robert W. Kerr, president, Bingham-Herbrand Corp., Fremont, Ohio; W. E. Lahr, Jr., manager, W. E. Lahr Co., Minneapolis, Minn.; Franklin Miller, director of marketing and merchandising, Raybestos-Manhattan, Inc., Passaic, N. J.; M. H. Moore, National Automotive Parts, Ltd., Toronto,



Mr. Truslow

and president of Canadian Automotive Wholesalers and Manufacturers Association; Jack Layley, sales manager, Smith Auto Parts Co., Portland, Ore., and B. Franklin Bills, Chicago, expert on sales training.

Among the association officials who will participate in the program are: G. Walter Kleinschmit, president; Charles C. Tapscott, senior vice-president; Fred S. Roberts, junior vice-president; J. L. Wiggins, executive vice-president, and Harold T. Halfpenny, legal counsel.

The convention will be held at the Hotel Sherman, Chicago.

B-35 Boosters Fete Jobbers

Old Dominion Automotive Booster Club B-35, Richmond, Va., will hold its annual party for jobbers Nov. 17 at the John Marshall Hotel, Richmond. W. E. "Bill" Imhoff, sales manager of McCord Corp., will be the principal speaker. "We expect more than 500 people for this meeting of the '500 Club,' as it is called," said Robert H. Clark, director of publicity for the club.



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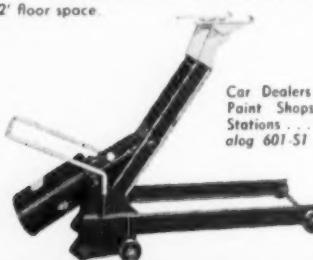
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- This is very important to advertisers, jobbers and distributors because over 71% of the cars in the South are owned and operated in and around towns of 25,000 population or less.

Southern Automotive Journal ATLANTA, GEORGIA

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F



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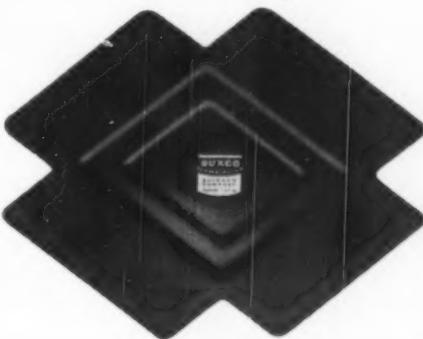
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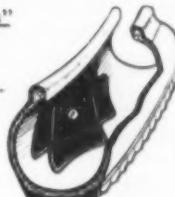
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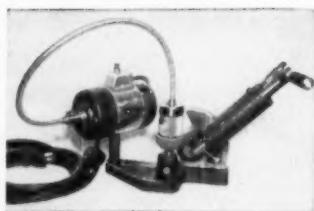
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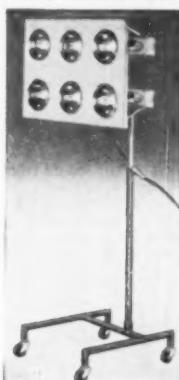
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No. 5190

NEW LYNN Lightning IGNITION WIRING REPAIR KIT

- Replace worn out or broken distributor and spark plug terminals and wiring in seconds instead of minutes with this new Lynn ignition wiring repair kit! Crimping tool cuts and strips wire . . . crimps on distributor cap terminal, or straight or angle spark plug terminals as fast as you can close your hand! Positive-connection, solderless joints! No muss, fuss, bother. No. 5190 set includes tool and complete assortment of angle and straight spark plug terminals, distributor cap terminals and hoods. Price, including beautiful plastic box \$8.50

See your Jobber or
write direct.



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In Canada: Vaco-Lynn Products
Co., Ltd., 1212 Notre Dame St. W.,
Montreal 3, Quebec

**SHOCK-FREE
SEAT-COVERS
with MERIX
ANTI-STATIC
... THE
ORIGINAL...
THE
LEADING
ANTI-STATIC...**

AGAIN THIS FALL AND WINTER . . .

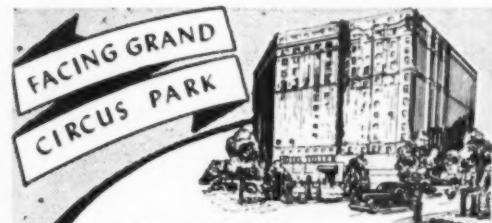
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JOBBERS: NOW is the time to again feature MERIX ANTI-STATIC. If you do not yet profit by it, contact PHIL FRANZINI, 2033 Commerce St., Dallas, Tex. for call of local representative or write direct to:

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MODEL 435 KLARION KIT.
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Starting with the October 7 issue, approximately 16,000,000 readers of the Post will see these colorful advertisements with their startling message!



3-color easel posters for wall, window, counter

This Powerful, Coordinated Sales Campaign means **MORE MAREMONT MUFFLER SALES for YOU**

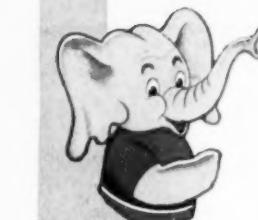
Maremont stocking franchise dealers are assured a big share of the muffler replacement business. Not only are Maremont mufflers advertised in the Saturday Evening Post . . . but, as shown here, every dealer has available one of the most intensive and most thoroughly coordinated tie-in campaigns in the industry. Maremont dealers know that the use of these materials pays dividends where it counts . . . in the cash register.

For full details see your nearest Maremont wholesaler, or write to the factory.

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spots



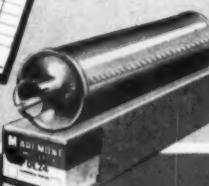
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MAREMONT MUFFLERS

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the first Successful wide heat range spark plug!

Here's the spark plug that solves many problems the minute you install it.

Hastings Aero-type introduces the first workable wide heat range. Now only 17 different plug numbers handle car, truck, tractor, all gasoline engine requirements. Now one Hastings number handles the heat range formerly calling for two-to-eight different numbers.

This means lower inventory, easier stocking and fitting. More important, it means less fouling, less failures in vary-

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Hastings Aero-type can operate over a wider heat range because it transfers more heat. Its fast heat conductivity permits a longer firing tip, which reduces fouling. Its high electrical resistance, even at high temperatures, assures positive ignition.

And with the Hastings Performance Rating system, you can tell—at a glance—which plug to use and the amount of work that plug will do.

SPARK PLUG DIVISION • HASTINGS MANUFACTURING CO., HASTINGS, MICHIGAN

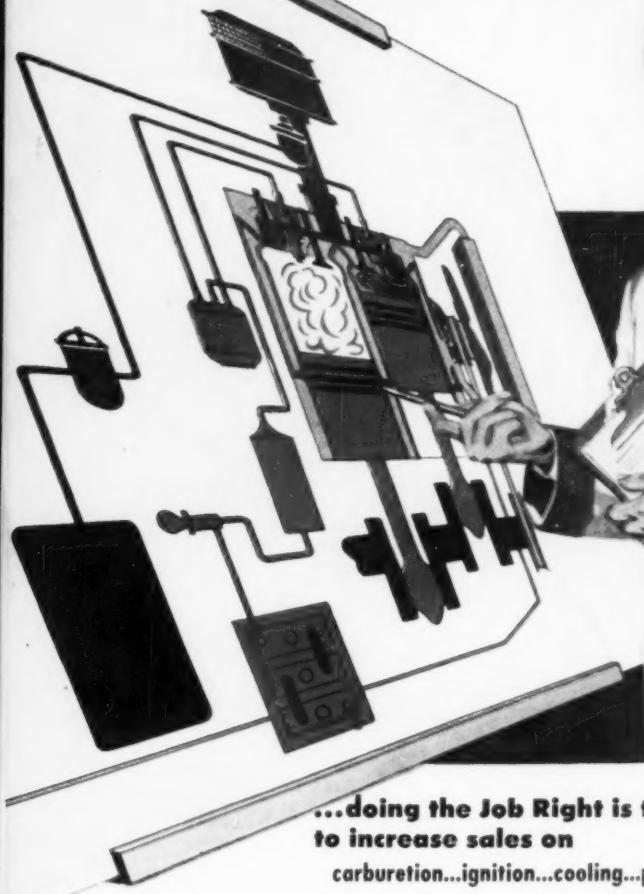
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You "Do the Job Right"*



**...doing the Job Right is the right way
to increase sales on
carburetion...ignition...cooling...parts and service!**

So your customers are from Missouri and have to be shown why it pays them to get their job done right! That's one of the advantages of the Ramco RE-POWERING Plan. It makes it easier to sell a better job. It gives you the ammunition to back up your recommendations. It gives you 4 sales programs in one. So instead of running separate ignition campaigns, separate compression, carburetion or cooling campaigns you PROMOTE ALL 4 with one campaign!

See your Ramco Jobber about GETTING THE RAMCO RE-POWERING SIGN up. Start cashing in on 10,000 MILE* GUARANTEED RING JOBS... RAMCO NATIONAL ADVERTISING in Post and Collier's. Get a RE-POWERING "REP" for Doing the Job Right by installing Ramco All-Purpose 10-Up Piston Rings exclusively! Ramsey Corporation, St. Louis, Missouri.

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The 10,000 MILE GUARANTEE CARD
GIVES USP OF 10 UP PISTON RINGS
of a RE-POWERING Job
that's done right



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